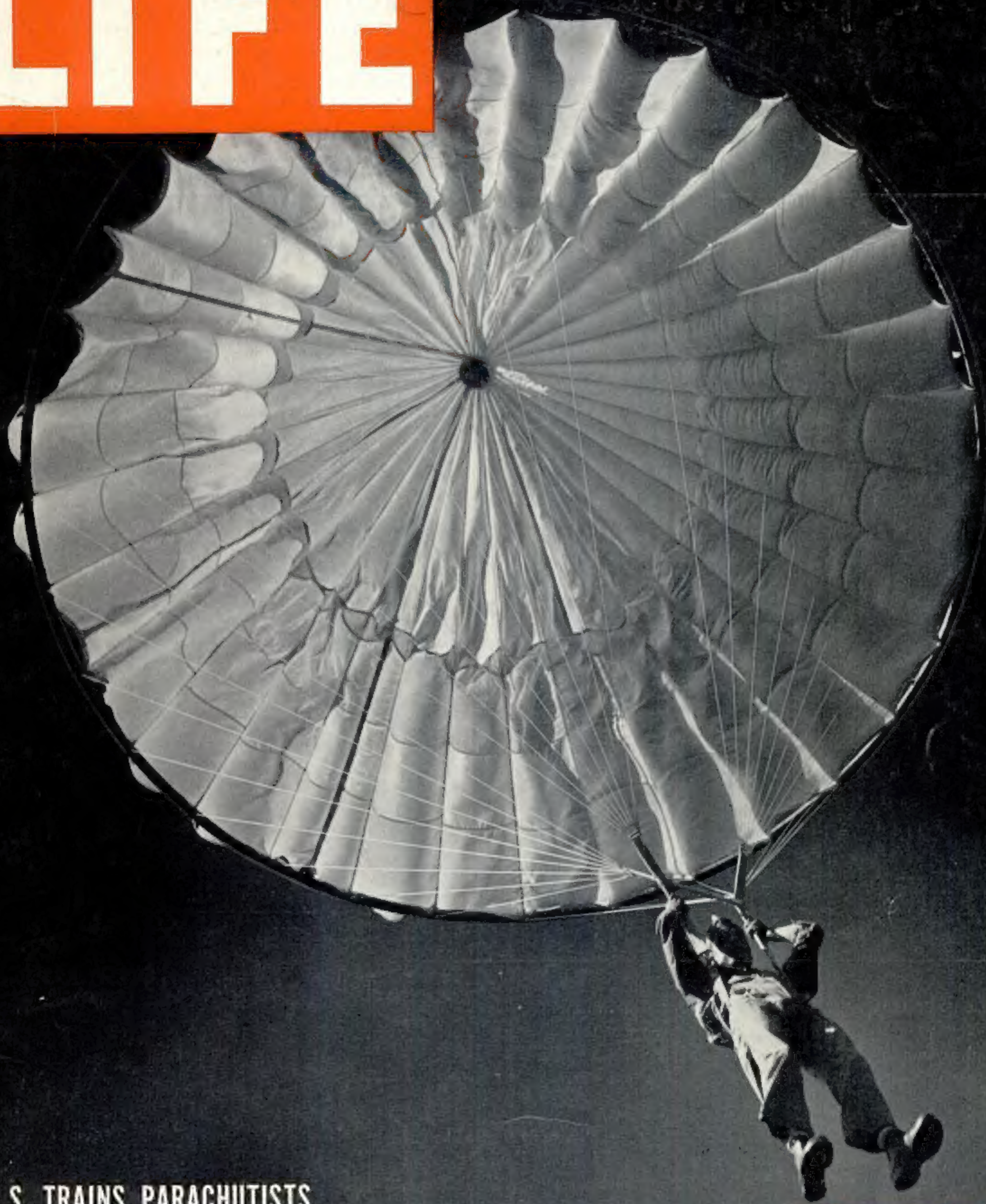


# LIFE



U. S. TRAINS PARACHUTISTS

AUGUST 19, 1940

10 CENTS



# food for thought

**CANNON MAKES SUCH PRETTY TOWELS!** Weaving them for *lasting* beauty. Always thinking up ideas for your "best" towels . . . and for all the rest too! More than fifteen colors and combinations. Plan your new bathroom right at the Cannon towel counter.

**AND LOOK BENEATH THE LITTLE LOOPS!** Basically, Cannon towels are good, sound, solid bath towels . . . no wonder they last! Part the long, close, fluffy loops (that absorb so perfectly) and you'll see the solid underweave. The fabric is firm, selvages strong, colors unfading.



**THEY COST SO LITTLE!** Cannon makes so many towels . . . in the largest towel mills in the entire world . . . that they can give you a wider variety of styles and better values all the way from 25c to \$2. Test it out next time you buy!

**AND YOU CAN GET MATCHED SETS!**—in heavenly shades like this Rose Cannon bath towel, face towel and wash cloth at the right with a downy soft, tufted texture bath mat. And all Cannon towels match up to your demand for good towel service.



## Cannon Towels



**NEW!** Cannon hosiery now comes in the new **NYLON** as well as Pure Silk. Ask for Cannon stockings at your favorite store.

**CANNON TOWELS • CANNON SHEETS • CANNON HOSIERY**





**"How a Baby Can Upset a Budget!** New little clothes, new foods... my, how the money goes. Our little family was lucky to discover this wonderful new Listerine Tooth Paste that costs me less than 1/2 a cent a day to use! It's economical—and just as important—it's delightful!"



**"When You're Job Hunting, Pennies Count...** and more than ever you appreciate the good sound economy of Listerine Tooth Paste. Think of a tube lasting 3 whole months! And what a cleansing job Luster-Foam does!"



**"Working Your Way Through College..."** teaches you to make pennies count and to welcome any saving—however small. That's one of the reasons I go for the new Listerine Tooth Paste... it lasts me 90 days, costs less than 1/2 cent a day... and makes my teeth look swell!"



**"I'm Saving to Buy an Evening Gown.** It's a darling... but 'way beyond a billing clerk's salary. So I'm saving everywhere I can to pay for it. And believe me I appreciate the economy of the new Listerine Tooth Paste in the big tube that lasts 3 months."

## START USING THIS MONEY-SAVING NEW TOOTH PASTE IN the big tube that lasts 3 months!

Thousands delighted by the new Listerine Tooth Paste that costs less than 1/2¢ a day! ... and is energized by Luster-Foam.

Such an easy, delightful way to help economize! You enjoy the zippy flavor of this first rate tooth paste... you get the extra-thorough cleansing of its Luster-Foam ingredient... and yet you pay less than 1¢ a month, less than 1/2¢ a day!

The big 40¢ tube actually lasts three full months—even when you use as much as 1/4 of an inch of paste per day. Is it any wonder that economy-wise men and women everywhere go for it in such a big way? It proves its value from the outset.

### A Lambert Product

The very fact that Listerine Tooth Paste is made by the makers of Listerine is your guarantee of its character. The inclusion of amazing Luster-Foam detergent makes this dentifrice

outstanding, for Luster-Foam helps to explain the splendid economy of the new Listerine Tooth Paste, and its startling cleansing ability.

### Small Amount Goes a Long Way

At the first touch of saliva and brush, Luster-Foam is energized into action... sweeps over the teeth in a surging bath that carries off food particles and other loose surface debris... gets down to work on many of those tiny "scars" on enamel where, according to some authorities, more than 75% of all tooth decay starts.

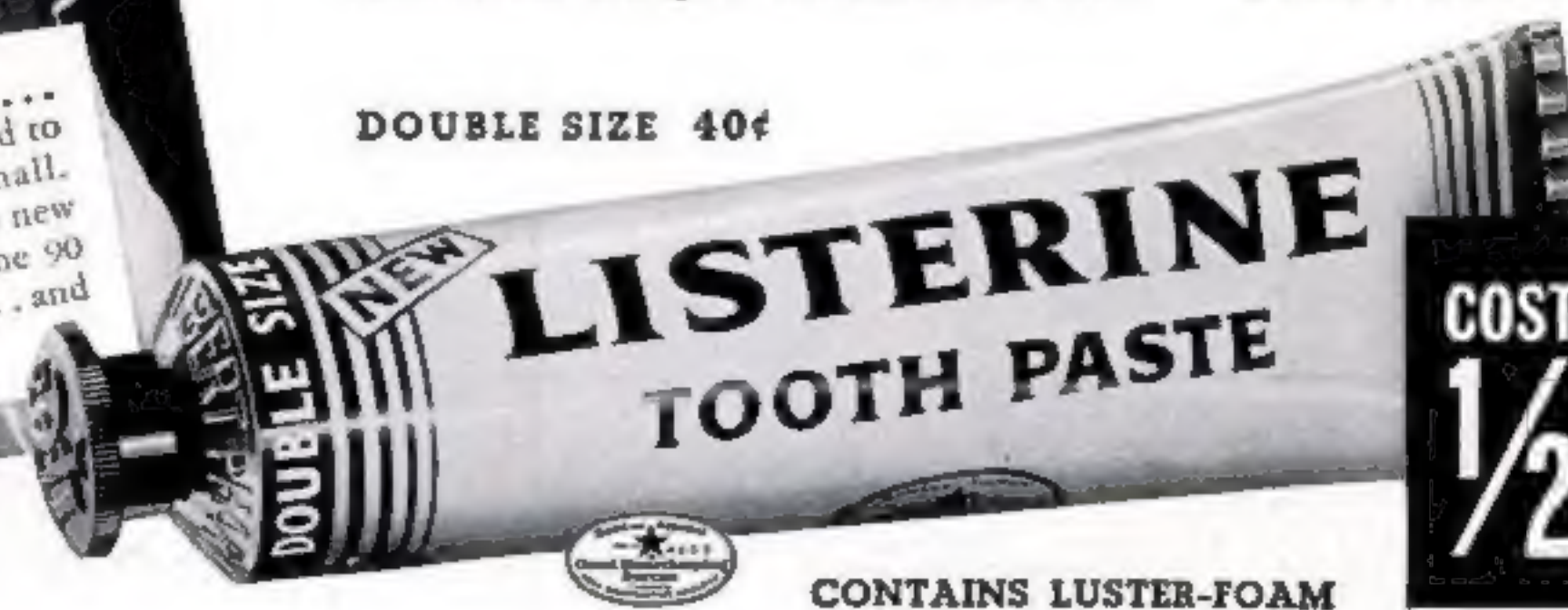
This is super care indeed. And real economy—a very little paste does a lot of work.

### Less than Four Cents a Week

Why not start economizing with Listerine Tooth Paste today? Remember, that big 40¢ tube should last you three months. That is less than 1¢ per month... less than 4¢ a week... less than half a cent a day.

LAMBERT PHARMACAL CO., St. Louis, Mo.

DOUBLE SIZE 40¢



**LISTERINE  
TOOTH PASTE**

CONTAINS LUSTER-FOAM

**COSTS LESS THAN  
1/2¢ a day!**

This One



N308-WUH-W1HL





**WHY** let yourself suffer those dull days due to constipation? Why bring on the need for emergency medicines, when there may be a far better way? That way is to **KEEP** regular by getting at the cause of the trouble. If it's common constipation, due to lack of the right kind of "bulk" in the diet, a crisp crunchy cereal—**KELLOGG'S ALL-BRAN**—will supply just what you need. Eat it every day, drink plenty of water, and "Join the Regulars"! **ALL-BRAN** is made by Kellogg's in Battle Creek.

**Join the "Regulars" with  
KELLOGG'S ALL-BRAN**

## LETTERS TO THE EDITORS

### First Art Museum

Sirs:

"Boston in 1870 founded the first public art museum in this country. . . ." (LIFE, July 22). Yale's Trumbull Gallery founded by Colonel John Trumbull, the "patriot-artist," and his nephew-in-law Professor Benjamin Silliman, the scientist, opened its doors to the public on October 29, 1832, or 38 years before Boston.

**THEODORE SIZER**, Director  
Yale University Art Gallery  
New Haven, Conn.

Sirs:

In regard to the claims of the Trumbull Gallery at Yale, tell Tubby Sizer to go and jump in the lake. He was a pupil of mine so I have no respect for him. He is also a very good friend of mine so I am not afraid of him. Of course he has a point which he can play up, and equally, of course, your statement was correct. There was a Trumbull Gallery in 1832, part of Yale University, and the public was admitted to see the pictures I do not doubt. On the other hand, it was part of Yale University, not an independent museum in the sense that you meant. I believe Rembrandt Peale had a museum of sorts that antedated the Trumbull Gallery. What you meant, I take it, and what the public thought you meant, was an independent, self-sufficient museum organized by its own trustees with its own public aims in view and depending on no other institution. As such, I believe we are the oldest in the country and the Metropolitan in New York a very close second.

**G. H. EDGELL**, Director  
Museum of Fine Arts  
Boston, Mass.

### "Fair Girlie"

Sirs:

Referring to your July 29 issue featuring the article "Fair Girlie" and starring Betty Kuzneck.

This amazing success story and rise to "stardom" from hat-check girl to nudity

about every fifteen minutes. If this is the case, what is to prevent the "twig" of Betty Kuzneck's costume (they look like nothing more than a couple of greaves to me) from falling off?

**JOHN D. WILLIAMS**  
Groton Long Point, Conn.

● Nothing.—ED.

### Aloof Albatross

Sirs:

In reference to your article on the Alo Albatross in your July 29 issue; M. Emerson and Mr. Peterson should not judge the albatross by a few specimens found off the coast of California. On Pea and Hermes Reef (about 60 miles east of Midway) they stand on the sand in numbers that one has to push them aside to find a path across the island. One can hardly call a bird aloof that allows itself to be handled by a human without a tempting to escape. I have about 100 of 8-mm. movie film showing the albatross in soaring flight a few feet from the camera, the mating dances (the bowing referred to in your article), hundreds of young birds too young to fly and also the white-breasted species of albatross. In actual timing I have watched the albatross soar on the updraft from a gentle beach for an hour and a half without moving a wing. Their nests are nothing more than small scooped-out places in the warm sandy beach and the young starve to death if they wander more than a few feet from the nest because the mother birds do not know their offspring except by their position on the beach. Understand these birds migrate in the summer to Bering Strait. Your article gives the impression that the albatross nests only at Laysan Island. To my knowledge there are thousands of them on each of a chain of islands reaching from Honolulu to Wake Island.

**WILLARD B. BIGGERS**, Pilot  
Pan American Airways  
New York, N. Y.

● Many thanks to Pilot Biggers for his additional information on the albatross. **LIFE** called the bird "aloof" because few U. S. ornithologists have ever seen one. As to migration, the albatross wanders all over the Pacific, from Tierra del Fuego to Bering Strait. I nest in the central Pacific, from the Hawaiian Islands to the Bonin group.—ED.

### "The Man with the Hoe"

Sirs:

Thanks a million for your reproduction of *The Man with the Hoe* (LIFE, July 29). In my estimation it is the most beautiful painting in the world.

**SARA HARRIS**  
Ashland, Ala.

Sirs:

Your splendid reproduction of Millet's grim painting inseparably subtitled by Edwin Markham's provocative poem ends a long search for this print in color.

For many years I have been an admirer of this great American poet, making it a point to attend many of his lectures and collect a rather complete set of autographed first editions. In fact at the time of his death I felt that I had lost a true friend and attended the services held for him in Brooklyn by his friend the Rev. Cornelius Greenway.

Following an impressive pause in the ceremony I was startled out of my somber mood to hear the voice of the deceased, with all the vigorous quality it had retained throughout the autumn of his life, intone the stirring lines of *The Man with the Hoe*.

Several moments passed before I could pull myself together to realize that I was listening not to a clairaudient seance but to the phonograph record which has preserved for posterity Mr. Markham's inspired rendition of his epic.

I have recently purchased a copy of this record and now that I have it and

(continued on p. 4)



GIRL AT WORK

at the Fair should prove an inspiration to those girls doing excellent work in their local Girl Scout troops.

**J. E. KENNEDY**  
Lorain, Ohio

Sirs:

So Betty Kuzneck thinks the musicians who make passes at her "are so much like sailors," does she? Well we're sailors and we resent her comparison. Just because a fellow happens to have a job defending his country he doesn't necessarily go around making passes. We have our fun. We like the good old U. S. And we like the girls here (better than those hippy hula-ers in Hawaii or the slant-eyed sing-songers in China). But we also have finesse. We endear ourselves to the girls subtly. No more do we move in like woodmen chopping down a tree.

**P. R. BOSSERT**  
**J. M. QUIGLEY**  
San Diego, Calif.

Sirs:

If I remember correctly, a sleeping person usually turns from one side to another



# "High-Jumps" and Hair-Raising Stops Show How New Tire Saves Lives!



**Punishing Performances by Jimmie Lynch's "Death Dodgers" at New York World's Fair, Show Why You'll Be Safer On Silvertowns**

**C**ARS hurtling into space! Tires smacking concrete! Dizzy turns and fast stops that leave the crowds gasping.

The fact of the matter is we've made the Goodrich Arena at the New York World's Fair a "torture" ground for tires—and invited millions to watch.

It's spectacular, of course, but what is most important, it's a living, thrilling demonstration that "You'll be safer on Silvertowns". Here the Life-Saver Tread shows how its "windshield-wiper" road-drying action will give you the quickest non-skid stops you've ever had.

You see the tougher, stronger Silvertown carcass take smashing blows from a car actually falling in the air. This same carcass, remember, has in every ply the heat-resisting construction pioneered in the famous Golden Ply that is noted for *maximum resistance* to high-speed blow-outs. These specially treated, heat-resisting "Life-Saver" plies give you greater safety every day you drive.

You'll never give your tires anywhere near this punishment. But wouldn't it give you peace-of-mind to know this safety is under your car?

Get your Silvertowns now. If it's not convenient to pay cash, you can take advantage of the liberal Budget Plan available at Goodrich Silvertown Stores and many Goodrich Dealers.



**ONLY 3 INCHES TO SPARE!** That's all the space between running board and iron bars of this paper hoop as Betty Middleton, one of America's youngest girl stunt drivers, rides saddle on the hood of a Jimmie Lynch car. That's precision driving!



**HOLD EVERYTHING!** A long, fast run up the jump—a leap into the air—and 3000 pounds of flying weight fall squarely on the tires! In a few minutes—another turn around the track—and these husky Silvertowns are ready to do it again!



**THEY PUT THEIR FAITH IN SILVERTOWNS.** Every day Jimmie Lynch's dare-devils put cars through death-defying paces. You may never ask as much from tires but you do need this safety. See your nearest Goodrich Dealer or Goodrich Silvertown Store today.



## Goodrich SAFETY Silvertowns



*My bargain hunting led to love*

## ...I've found my Man

Lucky day for romance when I discovered Pepsodent Antiseptic gave me 3 times as much confidence by curbing bad breath. Lucky too, for my budget when I found it lasts 3 times as long, and my money goes 3 times as far!



### I Didn't Seem to "Take"

It happened again and again... even with HIM at first. They'd say "hello" and shortly disappear. I wondered why!



### Comes the Dawn!

I'm a born bargain-hunter... Lucky I am! Because a bargain taught me what was wrong with my man-appeal! Bad breath is a horrid thought... even to me, now.

## I found a bargain... I found Romance!

No chance now for me to miss happiness by a breath! A sweeter, cleaner breath led me to romance. And Pepsodent Antiseptic helps me keep it fresh, inviting for those critical close-ups.

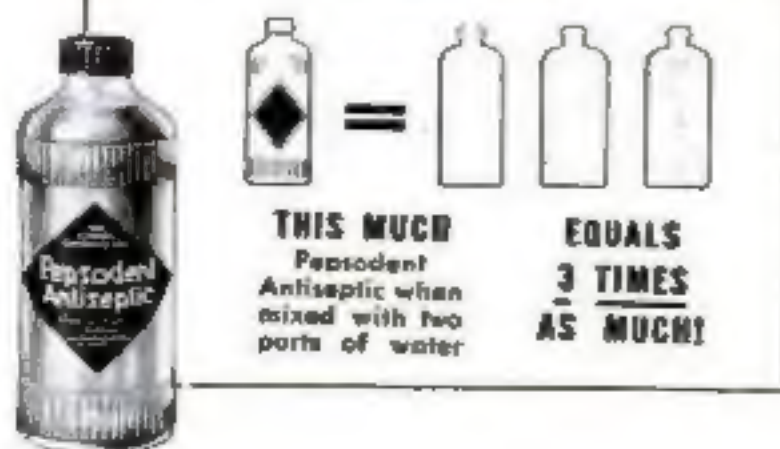
To curb unpleasant breath, spend just a few moments, morning and evening, gargling with Pepsodent Antiseptic. Yours will be a sweeter, fresher breath.

Pepsodent Antiseptic is thoroughly effective and still antiseptic even when diluted with two parts of water. Thus, it goes 3 times as far as ordinary mouth washes, gives 3 times the safe breath protection.

Get a bottle of Pepsodent Antiseptic today... for breath protection, for economy.

# Pepsodent Antiseptic

*Your "Breath Insurance"*



## LETTERS TO THE EDITORS (continued)

your Millet print in color I feel that my collection of Markhamiana is practically complete.

WILLIAM B. WILKINSON  
New York, N. Y.

• This record can be bought from Timely Records, Inc. in New York for \$2. It comes in a special container complete with a copy of the poem and a black-and-white reproduction of Millet's painting.—ED.

### Canada and the War

Sirs:

You report an inquiry in which 58% of Americans think Britain is going to lose the war (LIFE, July 29). Perhaps a majority of Americans (meaning people of the U. S.) are thinking of the war as belonging to little England.

But it isn't only England. In the last war the British overseas dominions (Canada, Australia, New Zealand and South Africa) raised 1,500,000 soldiers—to speak of nothing else—and at the conclusion a majority of the fighters of the British flying force (which had 20,000 planes) were Canadians.

These overseas dominions have a white population of nearly 25,000,000, a vast wealth and a vast industrial equipment. They are far stronger than in the last war—and far more determined.

At present Canada has only some 60,000 troops in Britain, mainly infantry and artillery, because we have not been pushing hard that way yet (although another 100,000 are in arms in Canada) but our main concern in this war is preparation for the air fighting that is going to decide it. We have established or arranged for 88 large training centers for airmen between the Atlantic and Pacific, which are being equipped for 40,000 air-service men. We look to having 20,000 Canadian fighting pilots in the air by 1942, when Winston Churchill promises the real offensive against Germany. You are aware, of course, that for every fighting pilot half-a-dozen or more ground men are required. We're getting them ready.

P. D. ROSS, President  
Ottawa Journal  
Ottawa, Ont.

### Private Planes

Sirs:

In the catalog of 1940 private planes (LIFE, July 29), you specified the Fairchild "24" in the group as being Warner-powered. If I am not mistaken the Fairchild in that picture is Ranger-powered. However, I think I see a Warner-powered Fairchild "24" in the background of the Grumman G-21 picture.

W. J. KLEINZ  
Glendale, Ariz.

• Reader Kleinz is right.—ED.

Sirs:

Who ever told you that the minimum annual upkeep on a private plane is \$1,000? I know a lot of fellows who own light planes who couldn't possibly do so if your figure was correct.

If the owner of a light plane (Piper, Luscombe, Taylorcraft, etc.) flew 200 hours a year—which is somewhat high for the average private owner—his entire expense would not be over \$600.

MAX KARANT, Managing Editor  
Popular Aviation  
Chicago, Ill.

• Most letters commenting on LIFE's figure of \$1,000 as annual upkeep neglect depreciation or insurance. Depreciation on a \$2,000 plane runs about \$330 a year, comprehensive insurance is \$70 and liability insurance about \$140. If these sums are added to the operating minimum of \$600, the result is more than \$1,000.—ED.



The "drugstore drape"—catches eyes, but also catches stockings! For style plus stamina, switch to sheer, full-fashioned Cannon hose, inspected by a special air-pressure machine that hunts out hidden blemishes (real cause of potential, "unborn" runs). Cannon brings you only perfect stockings—lovely, flawless, triple-inspected!

Cannon Hosiery made of Silk, in the Cellophane Handy-Pack, 69¢ to \$1.00. Cannon Hosiery made of Nylon, \$1.25. By makers of Cannon Towels and Sheets.

*Cannon Hosiery*  
TRADE MARK  
CANNON

BETWEEN YOU AND ME—  
FLEAS AREN'T CHOOSY!



They came early this year. One flea led to another, and they were everywhere. I was Home, Sweet Home for the fleas! Then they spread to my bed, the rug, and finally the Mistress started scratching. Things began to happen. We got after them with Sergeant's SKIP-FLEA POWDER!



First we got mine. As SKIP-FLEA went on, the fleas gave up. It sure kills 'em! Then the rug and my bed got Sergeant's Pine Oil Disinfectant—more fleas quit! Got SKIP-FLEA Soap and Powder at drug and pet stores—and the free Sergeant's DOG BOOK. (Or mail coupon below.)

**Sergeant's**  
DOG MEDICINES

FREE  
Pelt Miller Products Corp.  
Dept. S-H, Richmond, Va.  
Please send a free Sergeant's DOG BOOK to:  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



# "GERMAN OFFICERS TOLD ME..."

Albert Younglove Gowen, author of the accompanying letter, is a 56-year-old Cleveland who made news in 1920-21 by cruising around the world in his 64-ton motorboat *Speejaaks*. Seeking rest after this escapade, Mr. Gowen, who had retired as a vice president of the Lehigh Portland Cement Co., settled down in England where he soon found himself re-engaged in the cement business. As chairman of Alpha Cement, Ltd., which with its parent company controls 80% of England's cement business, Mr. Gowen has had reason to travel widely on the Continent during the past eight years. He was at the de Angleterre Hotel, Copenhagen, last April 9 when German troops invaded Denmark. LIFE feels that Mr. Gowen's subsequent experiences as related in this letter are well worth the attention of its readers.



ALBERT Y. GOWEN

I arrived in Denmark on Friday, April 5. On Tuesday morning at 5:30 I was awakened by the sound of some 150 German planes overhead. They flew past about 50 ft. above the chimney with machine guns pointing at the populace below, which at that moment was mostly engaged in running toward the center of town. At about 9 o'clock I went to the U. S. Embassy to see if I could get out of Denmark. The Minister, Mr. Ray Atherton, who happened to be a close friend of mine, said: "I am very sorry, Albert. No cables can be sent and no one can leave for a month or so."

I was very much disturbed. I went back to the hotel where there had been about 150 guests the day before. At dinner that evening there were three of these left—a Finn, a Swede and myself. The German General Staff, however, had moved into the hotel during the day and I sat down for dinner surrounded by German officers.

I picked out the fellow who was wearing the most braid and, as he came out of the dining room after dinner, asked him if he spoke English. He did. I asked him if he was a family man. He said he was. I then told him the following story: that I was an American who was anxious to get home as fast as possible because my wife, who was in Boston, was going to have a child. The Germans are very strong family people. The officer wanted to know if he could be of any assistance and said he would speak to the general, which he did.

The next morning I was called to the officer's room at 8:15. He said that he had spoken to the general who, in order to let me wire my wife, would send an interpreter to my room to take the wire at my convenience. I then went out, bought a little short-wave radio set, which I later learned was one of the only two in Copenhagen, brought it to my room and had it connected. When the interpreter arrived he first took a wire to my wife—who was actually in Boston but was not expecting an addition to our family—and then began to ask about my radio. I let him fuss about with the dials. At 12 o'clock he hit the English wave length and the day's main British news broadcast began to come in. He borrowed a pencil, took down the whole broadcast and left my room. About 15 minutes later he came back and, with the general's compliments,

wanted to know if the members of the General Staff could come up to my room to hear the next broadcast. I said I had no objection as long as they spoke only English. I said I didn't know any German and I would feel bad to hear talk going on in my presence in a language I could not understand. Actually, I do understand German, a fact that later proved convenient.

At about 3 o'clock seven men came to my room. I invited them to sit down and they all sat down to listen to the news. They transcribed it carefully. When they got through we fell into conversation. When the German officers said they hated Churchill, I said that I hated Churchill. When they hated England, I hated England. When they hated Roosevelt, I hated Roosevelt. As a matter of fact, there was nothing they hated that I did not hate also. They liked that and, after a while, they became very talkative.

This was the beginning of a most interesting relationship which lasted for about eleven days. During that time my room was crowded from 10 in the morning until 12:30 or 1 at night with German officers. Each night when they left I tried to write down all that I had heard and memorize it, after which I tore my notes into small pieces and disposed of them in the toilet.

I will not bother to record here what they told me about Norway, the Low Countries and France except to say that, when I finally got back to England, I was able to inform the authorities of the day on which the German armies were going into Holland, the day they were going into Belgium, the day they were going to break through the Maginot Line and also the exact spot. I repeated too the Germans' assertion that the treaty with France would be signed not later than July 1 in the railway car in Compiègne Forest. As to Britain, the officers told me that it would be attacked first by plane in seven cities—Gloucester, Bristol, Glasgow, Manchester, Birmingham, Edinburgh and the outskirts of London. If that did not serve the purpose, Hitler would give them a breathing spell and then decide what to do next. The peace treaty with England would be signed about Sept. 1 in Berlin.

So far everything they told me has

come true within a few days of the time predicted.

Naturally these German officers were a little less precise in telling me about Hitler's plans for the U. S. but the general gist of their conversation was as follows: When England has been defeated, the Germans count on having at least half of the British fleet. Added to what they got from France, Italy's Navy and what they themselves had before, this would give them a superiority of about two to one against the U. S. and their shipbuilding plants would be 5 to 2 against U. S. plants. The Japanese fleet was going to be with them as soon as England had been disposed of. This meant that, however we divided up our fleet, they and the Japanese could take care of it with the greatest of ease. Within about nine months of the signing of peace with England, during which England would be made impregnable, they would be coming across the Atlantic.

I was given to understand that not only Mexico but also Brazil, the Argentine, Chile and Uruguay were already under their supervision and that their agents had been coming into these countries not for three months but for something over a year.

Having defeated the U. S. fleet, the Germans explained that they could occupy our Eastern coast, including Boston, New York, Philadelphia and Washington. It would not be necessary for them to invade the rest of the country because they expected that the "eighty families"—I didn't know what that phrase referred to at the time but have since connected it with Ferdinand Lundberg's book, *America's Sixty Families*—would settle on German terms rather than see the country destroyed. As the country had been honeycombed by German agents for many years, sabotage and, if necessary, an internal revolution could easily be achieved.

At the time I believed about 30% of what I heard. Subsequent events have made me considerably more credulous about what the German officers told me. Despite their extravagant notions about the "eighty families" their knowledge of our problems was amazing.

I got out of Denmark eventually due to the co-operation of these officers whom I had entertained and who had entertained me. Out of gratitude for my hospitality they enabled me to walk through a queue of 106 people who were waiting to see the German Minister. He promptly granted me not only an exit permit but also permission to take a special German military plane which took me to Berlin in two hours. From Berlin, I took a train to Amsterdam where I chartered a special plane to England. There I gave my information to the authorities and booked passage to the U. S. early in June.

In sending you this letter it is my hope that it will be of some influence in convincing the U. S. of the reality of Germany's threat to our existence. The British fleet is still our first line of defense. In my opinion we must do all we can to help England maintain it because if it fails there is no salvation for us.

ALBERT Y. GOWEN

Most for your Money  
in finest

ink



10¢  
FOR FULL-SIZE  
TWO-OUNCE CUBE

These grand, deep-toned inks flow instantly, write smoothly, dry quickly. In smart "Cubes," wide mouthed for easy filling and dipping. Permanent and Washable—and "Sunset" Inks in colors.

Carter's Cube-Well

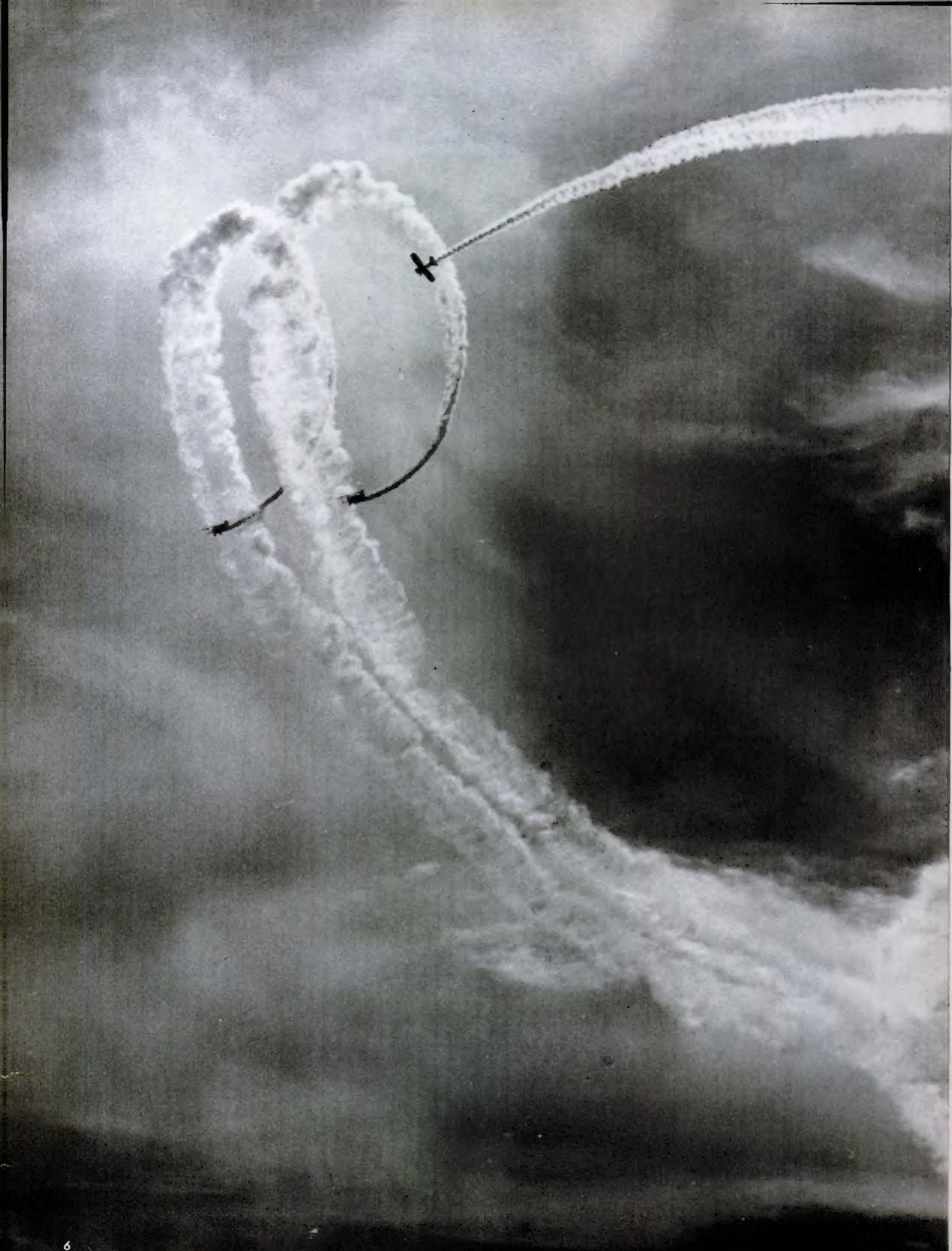
A fountain reservoir inkstand with self-starting pen—"writes pages of one dipping."



Carter's INK

Finest for Fountain Pens. Also Adhesives, Carbon Paper, Typewriter Ribbons, Cube-Well







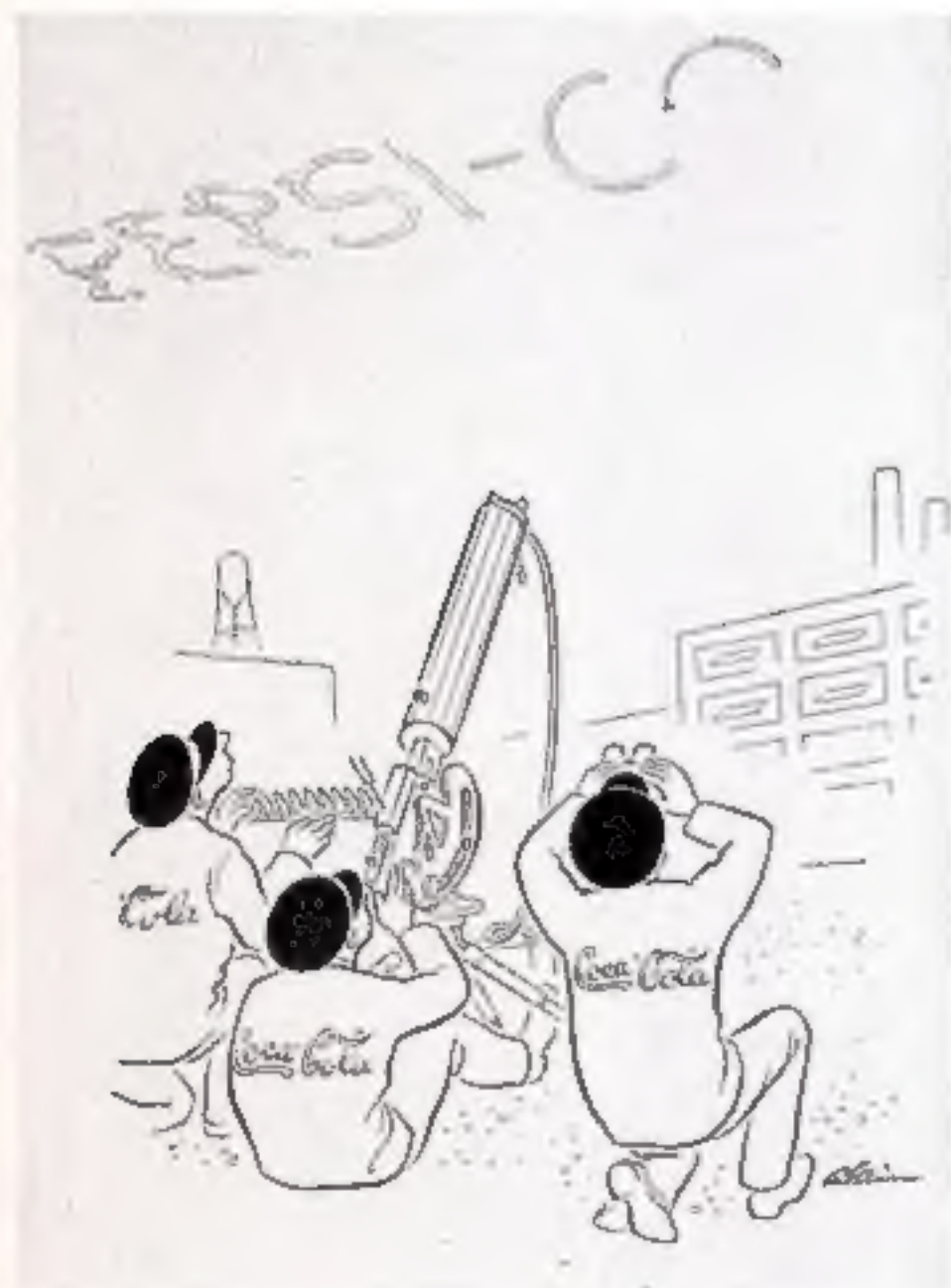
# SPEAKING OF PICTURES

... SKYWRITERS PLY  
THEIR TRADE HIGH  
IN SUMMER HEAVENS

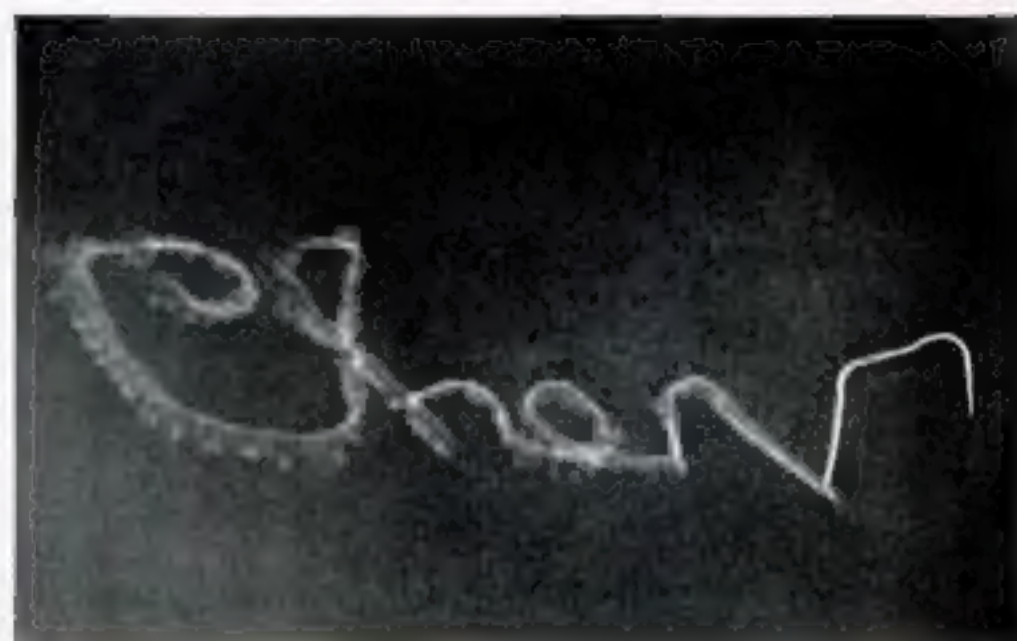
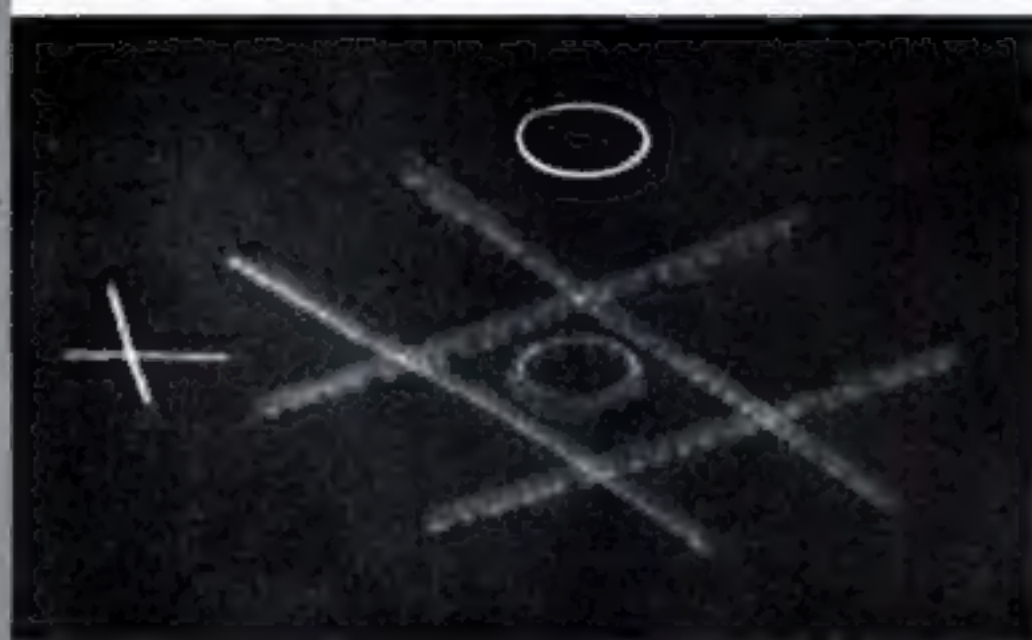
There are three aspects to skywriting. One is purely decorative. It is illustrated on the opposite page where three planes are tracing pretty patterns in the sky. Another aspect is purely personal. It is illustrated by the game of ticktacktoe at the right, which shows that skywriting can be fun and also shows that the pilot using the "x" doesn't know very much about how to play ticktacktoe. The third aspect is commercial, also illustrated at the right. This is, of course, the most important.

U. S. skywriting business is monopolized by the Skywriting Corp. of America which uses a patented method of mixing the writing gas. Skywriting Corp. has eight planes ready to fly anywhere in the U. S. and inscribe almost anything in the sky. The company struck its first bonanza in 1923 when Lucky Strike ordered its name flung across the heavens 350 times at \$1,000 per time. The biggest skywriting client today is Pepsi-Cola which has contracted for 2,225 writings over 48 States.

The best time for skywriting is summer, when the skies are blue and the winds are gentle. The best place for skywriting is over big cities but advertisers also like to have their names spotted over special events like country fairs or political rallies. Sky scribes write everything backwards and cannot see what they are doing until they are all finished. Sometimes they misspell words. The most embarrassing error in skywriting history was made over New York City by a pilot assigned to write "Air Show." He forgot the "h" and the words which he left floating over a puzzled metropolis were "Air Sow."



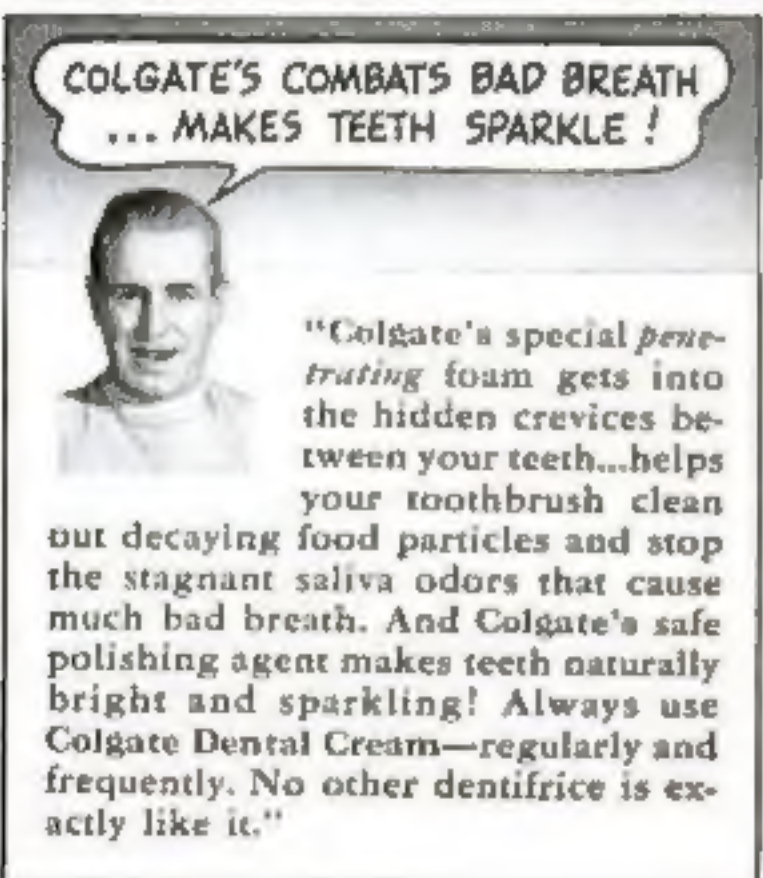
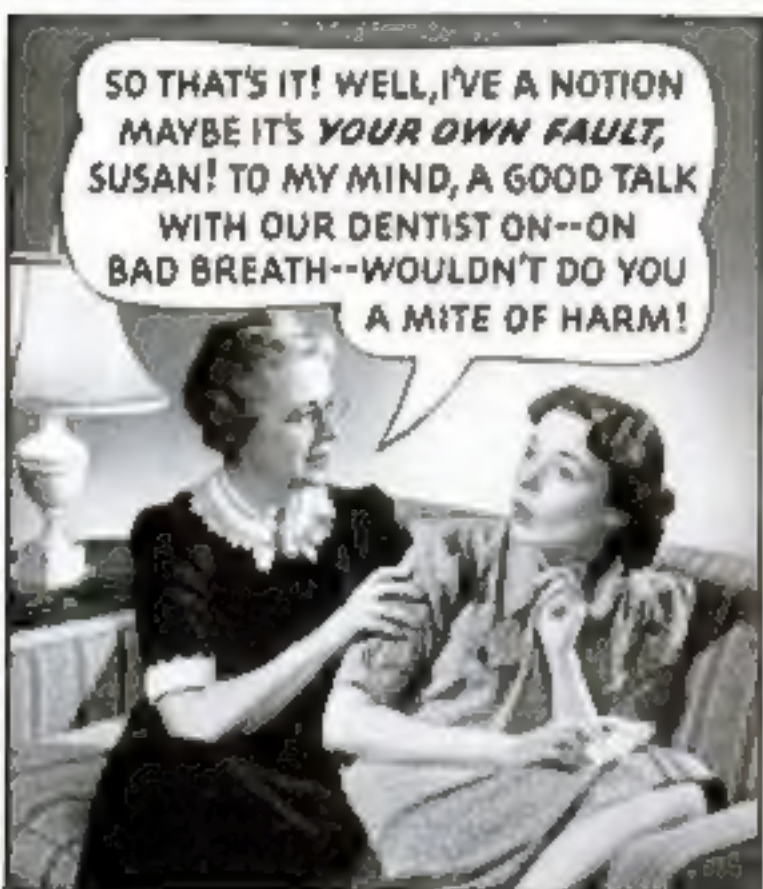
A war in the sky was envisioned by the *New Yorker* whose cartoon shows one Cola using anti-aircraft on rival Cola.





# SUE SANG BEFORE SEVEN

BUT CRIED BEFORE ELEVEN!



20¢  
LARGE SIZE

35¢  
GIANT SIZE  
OVER TWICE  
AS MUCH

**COLGATE**  
RIBBON DENTAL CREAM

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ROMANCE AWAY!  
PLAY SAFE! USE COLGATE'S  
TWICE A DAY!**

## SPEAKING OF PICTURES

(continued)



Skywriting smoke is combination of gas, oil and chemicals mixed in an exhaust device. Planes have powerful engines to prevent stalling during complex maneuvers.



Having dotted an "I" (puff at right), the skywriter curves into a mile-long "n." Ideal altitude for writing is about 12,000 ft. A good sky sign stays legible for 20 min.



The words are backwards seen from above so they can be read correctly from below. Skywriters don't improvise. They follow diagrams which chart their banks and turns.



## CONTENTS

## THE WEEK'S EVENTS

Two American Towns Get Ready to Fight for the U. S. A.	11
LIFE on the Newsreels of the World	16
"Lancaster" Goes Down with 2,340	17
Army Uses Towers to Train Parachute Troops	18
Glamor Girl Gets Drowned	20
... Ping Girl Gets Drowned	21
Anti-Conscriptionists Slow Up National Defense Progress	22
English Child "Shoots" Churchill as Policemen Kill Creak	24
Britain's Night Fliers Raid Germany	32
Survivor's Pictures Show Sinking of Former American Ship by Nazis	36
Democracy, Unlimited	68

## PHOTOGRAPHIC ESSAY

River Rouge: Ford Plant Is Cross-Section of Rearming America	37
--	----

## CLOSE-UP

Adolf Hitler's Rise to Power	61
------------------------------	----

## MODERN LIVING

Great Draps Designs Dress in 20 Seconds	37
---	----

## SCIENCE

Osteopathy's "Cure-by-Manipulation" Is Attacked by Regular Physicians	51
---	----

## SPORTS

Alice Van Wins Powder Pull Derby at Agua Caliente	72
---	----

## OTHER DEPARTMENTS

Letters to the Editors	2
Speaking of Pictures: Skywriting	6
LIFE's Pictures: An Index	75
LIFE Goes Boating on the Thames	78
Pictures to the Editors	82

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**LIFE'S COVER.** The U. S. soldier on this week's cover is training to take on the newest of the many new Army jobs. He is an infantryman learning how to become a parachute trooper. Along with a platoon of soldiers he was sent from Fort Benning, Ga. to Hightstown, N. J. to try out the jump towers which the Army may use for primary training of parachute troops (see pp. 18-19). In this picture he is being hoisted up a 125-ft. tower. When he reaches the top his chute will be released and he will try to steer himself to a safe landing at a specified spot.

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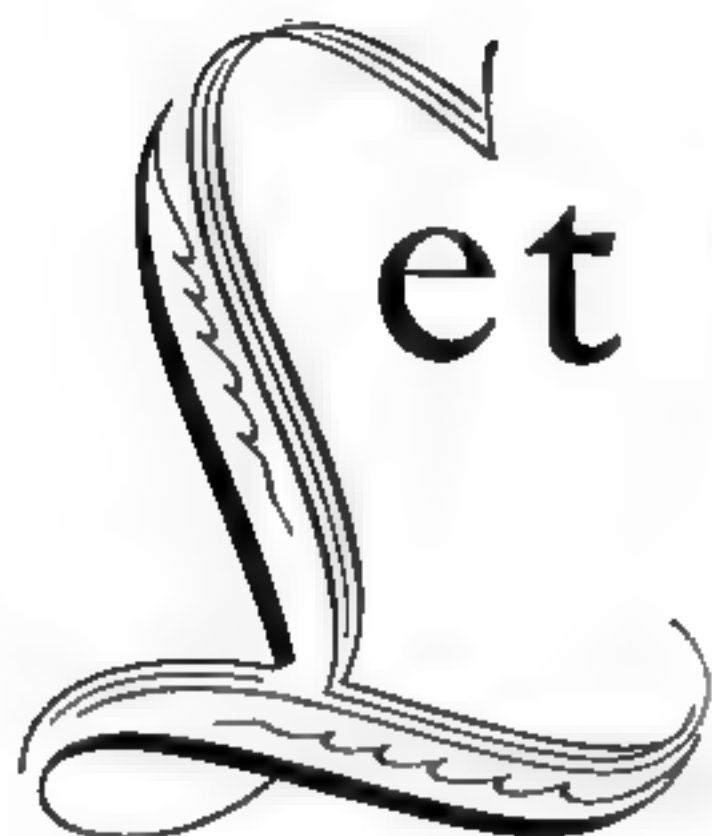
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# Let the maker beware!

It used to be "Caveat Emptor"

—let the buyer beware; let him purchase at his own risk.

Here in America it is "Let the *maker* beware"—let him make at his own risk.

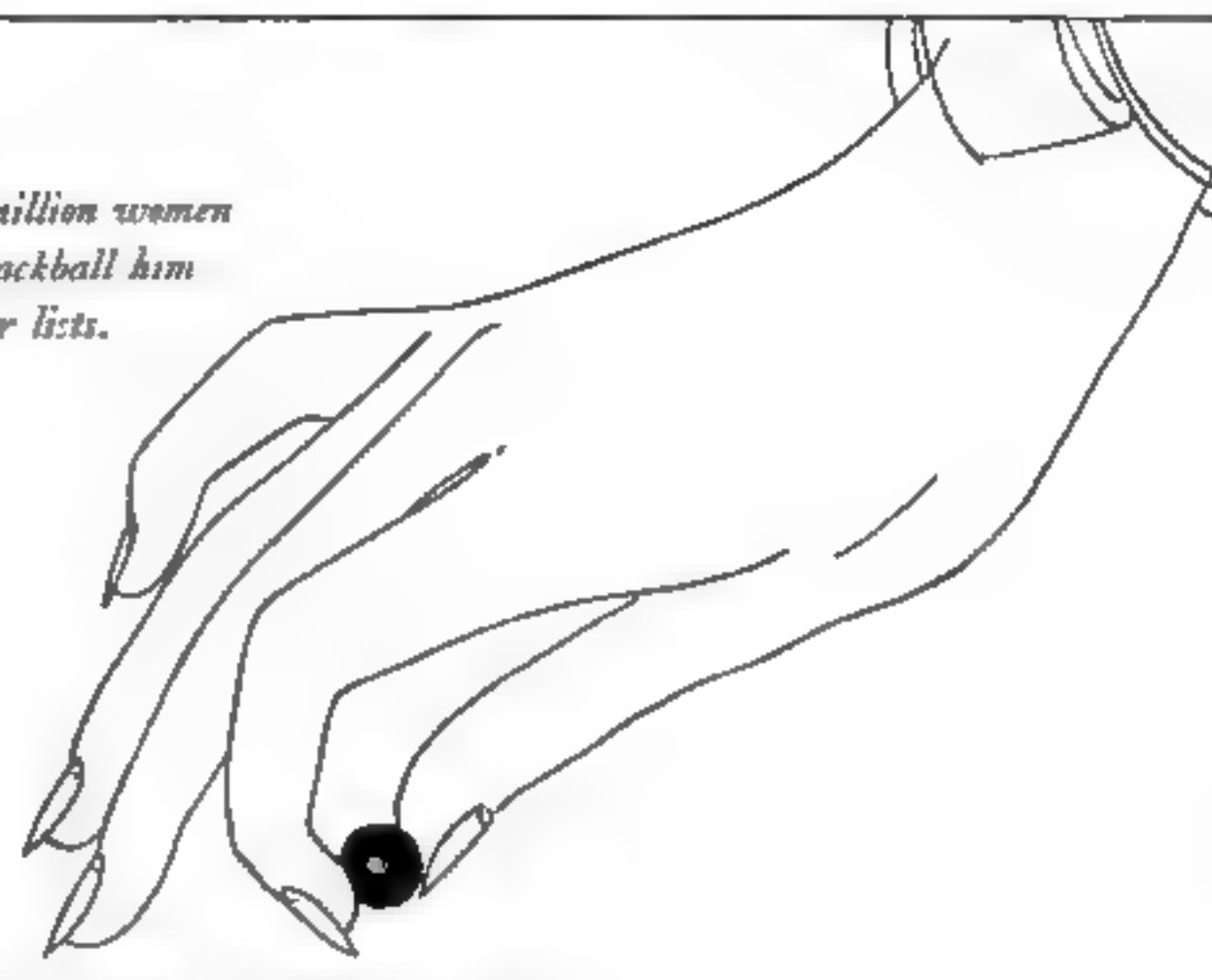
Let him cut the quality of his household appliance or his can of food—a million women will blackball him off their lists—faster than you would care to think.

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Let him cheapen the fine name and fine trade-mark he

... a million women  
will blackball him  
off their lists.

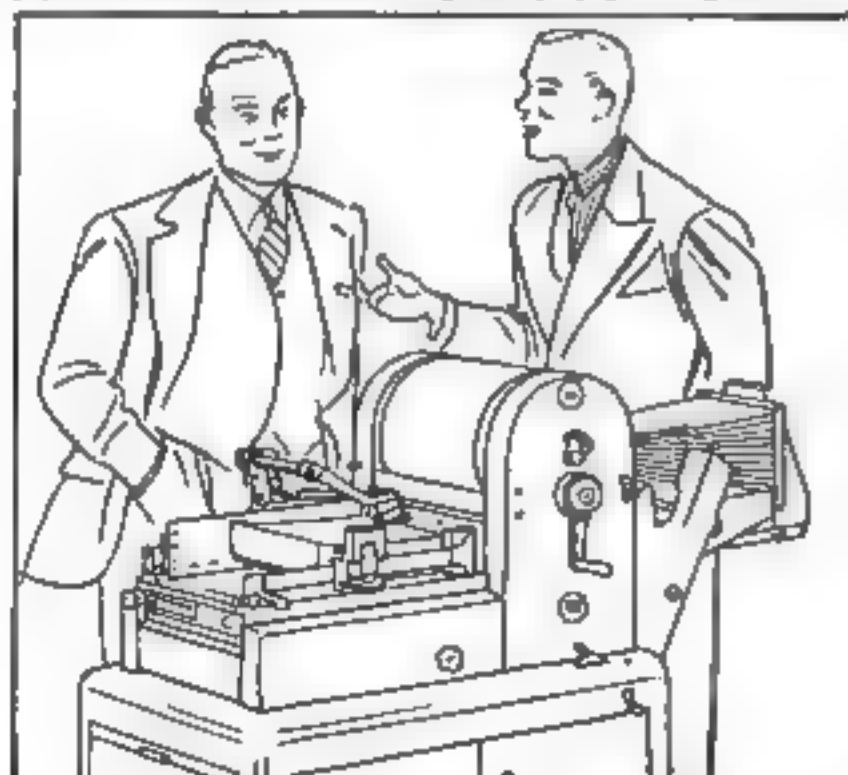


has built—and almost overnight they can put the padlock on his factory.

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ON THE LEXINGTON MASS. COMMON WHERE MINUTEMEN FOUGHT THE REDCOATS IN 1775, TOWNSMEN SHOULDER THEIR SQUIRREL DUNS AGAINST A BROWN-SHIRT INVASION

## THE MARTIAL SPIRIT: TWO AMERICAN TOWNS GET READY TO FIGHT FOR THE U.S.A.

Most of America's great surge toward "total defense" was still in the planning stage last week. In Washington, the businessmen patriots of the National Defense Advisory Commission were still sweating over the contracts needed to get the gigantic arms program rolling. The Senate on Aug. 8 passed the bill to call out the National Guard for a year's training, but the Burke-Wadsworth bill to raise a selective-service army still floundered in Senate debate and House committee. With provisions for home defense stricken out of it, President Roosevelt on Aug. 6 announced a plan to enlist World War veterans for that purpose.

Meantime, most Americans remained tense with frustration, wanting to *do something* about national defense.

Most, but not all. Two U. S. towns had not waited to be told what to do from Washington. By last week their examples were being followed by scores of towns throughout the land.

Geographically, and in looks and livelihood, the two towns are far apart. Lexington, Mass., quiet, genteel New England village of clipped green lawns, cool trees and trim white houses, is part museum, part suburban bedroom, rich with historic memen-

tos and well-to-do Boston commuters. Hamilton, Ohio, 22 miles from Cincinnati, is raw and sweaty by comparison, a farm-rimmed midland factory town which claims to do more manufacturing per capita than any other city in the world. But for all their differences Lexington and Hamilton are both American. In spirit they are one with the "Grover's Corners, N. H." of *Our Town*, whose Nar-



HAMILTON, OHIO PARADES FOR PREPAREDNESS AUG. 7

rator observes as he walks through the graveyard:

"Over here are some Civil War veterans. Iron flags on their graves—New Hampshire boys—had a notion that the Union ought to be kept together, though they'd never seen more than 50 miles of it themselves. All they knew was the name, friends—the United States of America. The United States of America. And they went and died about it."

Each town's Plan derives from its traditions. Hamilton's, less picturesque but more practical, gives individual and community support to the national program, encouraging the National Guard, training aviators and mechanics, combating spies and saboteurs. Lexington, which treasures the memory of its 1775 Minutemen, is once again rallying citizen soldiers against invasion.

What each town is doing is less important than the spirit that impels them both. Some Americans may still call such behavior "war hysteria." Britons no longer do. Some Americans may find it funny. Adolf Hitler will not. For all its potent industry and paper billions, "the United States of America" will not get real respect from that war-wise leader until he is shown conclusively that there are still plenty of people willing to go and die about it.



# THE HAMILTON PLAN: DEMOCRACY IN SHIRT SLEEVES

Arthur D. Fille, banker and National Guard captain first showed his fellow citizens of Hamilton, Ohio what they could do for national defense. The Guard, he said, was low on recruits and morale because men hated to give up their regular pay during the three weeks of field training required each year and were afraid of finding their jobs gone when they got back.

Into being sprang a Hamilton Citizens Military Affairs Committee. Getting employers to promise to

hold their men's jobs open and to contribute pro rata to a fund out of which the difference between each Guardsman's training pay (\$7 per week) and regular pay will be made up, it raised the Guard company from 62 to 90 men. The Hamilton Plan, shortly broadened to include aviation training, mechanic training and anti-spy work, took as its motto "This is Democracy at work... Democracy in its shirt sleeves." It has been copied by over 50 other U. S. communities.



GOVERNOR BRICKER AND HAMILTON COMMITTEE



Up went recruiting when signs appeared in Hamilton factories promising that National Guardsmen would suffer no loss of jobs or pay for absence during training periods.



Guardsman Jarvis Allen, 20, shows his employer's daughter how to do his job at McGreevy Dairy while he is at camp. Committee found jobs for unemployed Guardsmen.



The Junior Chamber of Commerce of Hamilton gets out with pick & shovel to enlarge local airport so the town can qualify for a Civil Aeronautics aviation-training program.



Vocational courses to train Hamilton workers in munitions-making skills are offered by industrial firms. The Musler Safe Co. has now begun to manufacture arsenal machines.



## THE LEXINGTON PLAN: THE MINUTEMEN OF 1940

It was early morning on April 19, 1775 when Captain John Parker of the Lexington Minutemen arrived at the village Common from his farm two miles away. Late the night before, Paul Revere and William Dawes had ridden from Boston with word that General Gage was sending a detachment to seize the two patriots Sam Adams and John Hancock. When a scout reported that the Redcoats were only a quarter mile away, the roll of a drum brought 77 Minute-

men scurrying into line of battle on the green, ready at last to do or die against George III's tyranny.

Up rode British Major Pitcairn at the head of 400 well-trained troops. Cursing, he ordered the colonial militia to lay down their arms and disperse. Suddenly, a shot rang from the British ranks. The Minutemen returned the fire, and the American Revolution had begun. In this tradition, Lexingtonians are now preparing to defend their liberties again.



GOVERNOR SALTONSTALL AND LEXINGTONIANS



A 1940 machine gun, manned by National Guardsmen sent to explain its workings to citizen-soldiers, is mounted be-

side the statue of Captain John Parker on Lexington Common. Nearby is stone (top of page) carved with his command

to 1775 Minutemen. "Stand your ground. Don't fire unless fired upon, but if they mean to have war let it begin here."



**The Martial Spirit** *(continued)*

# LEXINGTONIANS DRILL AND STUDY MAPS TO PREPARE FOR AIR RAIDS, PARACHUTISTS,



The playground sandpile is shaped into a regional contour model on which Lexingtonians study their defense problems. Lexington youngsters donated toy soldiers and tanks for realism.



A model airplane on a string flies across field while a landscape gardener, WPA supervisor, shipping clerk, street superintendent, wholesale butcher and policeman hold anti-aircraft drill.

Volunteer firemen, having created a great smudge by burning old auto tires in the blacksmith's forge of the public

works building, get ready for fires set by incendiary bombs with a practice rescue, in gas masks, of the smoke victims.

On the steel range of the Minute Man Sportsman's Club a school-boy tosses homemade toy parachutes off the top of the trap-house





# INCENDIARY BOMBS, SPIES AND SABOTEURS, POWER FAILURE, LACK OF FURNACE OIL



The subversive activities committee, headed by President Charles E. Ferguson of the Lexington Chamber of Commerce (fourth from left), prepares for wartime power failure with a lantern.



Wood lots, counted on as sources of fuel in case invaders cut off supply of oil, which is burned in most Lexington furnaces, are spotted on a new 84,000-sq-ft photograph map of the town.

as the club members practice parashooting. Hunting is a favorite Lexington sport, and nearly everybody owns a rifle or shotgun.

Minute Man Sportsman's Club members advance to meet enemy. Clubmen say they would prefer to hunt quail and

partridge but that they are not ready to "shoot anything that interferes with the fight for Lexington as it exists now."





# LIFE ON THE NEWSFRONTS OF THE WORLD

## U. S. Army contracts for 33 planes; Ambassador sounds famine alarm; Italians advance in Africa

On the evening of Aug. 8 members of the National Defense Advisory Commission took to the radio to report arms progress. William S. Knudsen (production) said that the U. S. would be turning out military airplanes at the rate of 18,000 a year by Jan. 1, said there would be plenty of uniforms and general equipment available if a selective-service bill is passed and 400,000 men are drafted by Oct. 1. Edward R. Stettinius (raw materials) told about building a railroad in Brazil to get a supply of high-grade manganese. Sidney Hillman (labor) reported that 80,000 people are now being trained for defense industry jobs, that the shipbuilding industry is now employing 40,000 more workers than it did at a ten-year peak in 1937, the aircraft industry 50,000 more, the machine-tool industry 18,000 more.

Whatever complacency was engendered by this report did not last long. Two days later Commissioner Knudsen and Secretary of War Stimson appeared before Congressional committees meeting to consider a tax bill aimed to: 1) set the terms of excess-profits taxes; 2) repeal the profit limitation on defense contracts; 3) end the uncertainty of arms manufacturers about whether they may have to go on paying

taxes on new plants built for defense long after defense demands have ceased. Uncertainty over these matters, reported Secretary Stimson, had had the following result: "While in June Congress made \$400,000,000 available to the Army for planes, engines and accessories, today, almost seven weeks later, we have been



PERSHING

able to sign contracts for but 33 planes of the 4,000 for which these appropriations were made."

Commissioner Knudsen estimated that the U. S. could not produce full equipment for an army of 2,000,000 men before mid-1944. While, for lack of equipment, the Army and National Guard were maneuvering throughout the land last week with stove-pipe "guns" and trucks labeled as tanks. Mr. Knudsen announced that U. S. tank design had been changed in the light of the Battle of France, that it will take eight to ten months to tool up for new production.

Other defense news last week

Passed by the Senate, 71-to-7, was a bill authorizing the President to call out the National Guard for a full year's training. Guardsmen with dependents, numbering 8,930 officers and 55,240 men, would be allowed to resign. President Roosevelt estimated that the odds were 100-to-1 against Guardsmen being sent outside the borders of the U. S. and its possessions.

Thurman Arnold, Assistant Attorney General in charge of trust-busting, revealed that since July 11 a grand jury has been receiving evidence of price and production bottlenecks in such strategic defense materials as magnesium, beryllium, optical instruments, plastics, certain types of firearms and airplane engines, scores of others. Reason: patents on these products are held solely or jointly by German firms, including Krupp, with whom American firms have production agreements.

Government arsenals were speeded up to three-shift, 24-hour per-day operation to raise their munitions production 65%.

Discussion of the proposal to send 50 U. S. destroyers to Britain grew livelier. Major boost of the week was given by General Pershing, who declared by radio: "The most critical time . . . is the next

few weeks or months. If there is anything we can do to save the British fleet during that time, we shall be failing in our duty to America if we do not do it."



CUDAHY

it. Mr. Cudahy, an amateur drafted into diplomacy by President Roosevelt after a career in meatpacking, ranching and real estate, told newsmen that by mid-October 8,000,000 Belgians will be near famine unless food comes from outside. "It is not my business to say what the United States should do," he continued, "but in 1914. . ."

Having already said enough to make Britons froth and the U. S. State Department writhe, Mr. Cudahy went on to observe that German soldiers in Belgium are behaving extremely well—better, in fact, than some American soldiers he could remember.

In his iciest voice, Acting Secretary of State Sumner Welles promptly announced: "The interview was given in violation of standing instructions of the Department of State . . . and is not to be construed as representing the views of this Government. . . . By direction of the President, Ambassador Cudahy has been requested to return to the U. S. immediately for consultation."

**War in Africa.** The Italian African army of some 350,000 men and 2,000 planes last week began putting the squeeze on the British army of some 200,000 men and 500 planes controlling Egypt, the Suez Canal, Kenya and the Near East. The wide arrows on the accompanying map show the directions in which the Italians were advancing.

From Ethiopia and French Somaliland (already occupied by the Italians) the Italians had moved almost unopposed toward Berbera, capital and chief port of British Somaliland. Across the Gulf of Aden the British naval base at Aden, controlling the entrance to the Red Sea and Indian Ocean, was being bombed. Another Italian force was moving south



WAR IN AFRICA

**Amateur's Blurt.** One of the touchiest problems in current U. S. foreign policy is what the nation will do if the British blockade is still in effect when winter comes and the conquered peoples of Europe begin crying for food. Last week, while visiting in London, U. S. Ambassador to Belgium John Cudahy put his foot squarely in the middle of

from Ethiopia, past Moyale captured on July 15, into Kenya. It too had yet to meet serious opposition.

Still another Italian column was winding its way from Ethiopia into the lightly held Anglo-Egyptian Sudan towards the strategic valley of the upper Nile. A final Italian force was sparring heavily with the British along the Libyan-Egyptian frontier. This was the army that might someday strike across northern Egypt towards the British naval base at Alexandria and the vital Suez Canal. To meet this threat Egypt last week was preparing for war and the main British forces were kept in Egypt despite the less important Italian advances elsewhere.

In this war fought over sandy deserts and in rock gullies, native troops led by white officers did much of the fighting. The picturesque camel corps of the World War were little in evidence. Instead motorized infantry and light tanks clashed in brief running encounters. Planes crashed in dogfights of increasing intensity. With the temperature at 120° the war in some places could only be fought around dawn and dusk. At night the troops moved, enveloped in heavy mists and peace.

**Fake.** Printed in the London *Sketch* last week and cabled to the U. S. where it appeared on the front pages of the New York *World-Telegram* and the *Daily News* was this sensational picture. Its caption: "A scene from the greatest aerial battle in history is this dramatic and exclusive cablephoto, passed by British censor,



"NAZI WARPLANES"

showing five flaming German planes plunging into the English Channel during Thursday's air attack against Britain." It would indeed have been the greatest picture of the war—if it had not been a pure fake. Asked to investigate, LIFE's London correspondent cabled: "Planet-Acme five-plane photograph turns out to be fake of war. Have just examined original print. Extremely touched up. On application of wet finger three of five planes completely disappeared."



The greatest "hush hush" catastrophe of the war was the bombing and sinking by Nazi planes of the big English liner *Lancastria* off Saint-Nazaire, France on June 17. Some 2,800 British soldiers, nurses and refugees lost their lives. Not until July 25 did the news leak out. Not until last week did the first pictures appear, taken from a British destroyer rescuing some of the 2,400 survivors. Opposite you see two stages of the sinking, the ship's sides covered thick with struggling people.

The *Lancastria* was about to raise anchor when nine Stuka bombers in three waves of three dived at her. The first bombs fell half a mile wide. The second wave rocked the ship. The last three Stukas made an almost perpendicular dive for a certain kill. One bomb went clean through the funnel. All three bombers crashed into the sea about 200 yd. away. The great ship capsized and sank within half an hour. The thousands caught below deck never had a chance to escape when the bomb explosions smashed the companionways and the ship began to heel over.









Learning to land, soldiers begin by jumping off a platform built high enough so that shock of landing here is same as shock of actual chute landing. This teaches men to absorb shock, use their arms to protect faces.

## ARMY USES TOWERS TO TRAIN ITS NEW PARACHUTE TROOPS

Taking up where it left off eleven years ago, the U. S. Army has begun training its infantry to be parachute jumpers. Back in 1929 the Army executed the first successful parachute landing of armed soldiers from airplanes. Having proved that it could be done the Army did nothing more. Meanwhile Russia adopted the idea and Germany used it with deadly success in its invasion of the Lowlands.

Few weeks ago the Army sent a platoon of infantrymen to Hightstown, N. J. to try out a new method of parachute training. Instead of leaping from airplanes, the soldiers jumped from two 125-ft. towers like the one at the New York World's Fair. (In fact, the Jersey towers were put up by the man who built the Fair's tower.) From one tower, the soldiers jumped with opened chutes, were guided down wires (see opposite page) to a controlled landing. This gave them the feel of jumping and landing. Then they went to the second tower, jumped with opened chute away from the tower to the ground. This taught them how to guide their parachutes. Next step of the Army's parachute training will be jumping with arms and equipment from low flying planes.



On the ground and in the air soldiers are taught parachute essentials. Soldier in foreground is learning how to spill the wind from his parachute so that he will not be dragged along

ground. In center is chuteist who has just made free jump with open parachute from cone of tower in foreground. At right background is tower with wires that guide jumper to ground.





His chute billowing above him, a U. S. soldier sprawls in air as he drops from practice tower





OVER THE BRINK OF THE SWIMMING POOL GOES JOSEPHINE JOHNSON AT HER PARTY

HER TWO FRIENDS THOUGHT THIS WAS A FINE WAY TO CELEBRATE HER BIRTHDAY

## GLAMOR GIRL GETS DUNKED

Josephine Johnson has a birthday

**S**ands Point, Long Island was all agog on Aug. 7 when Josephine Johnson, the 1941 Glamor Girl (LIFE, March 18), celebrated her 17th birthday. Josi told people she was 18 because she likes to seem older. About 50 of Josi's closest friends were there—merry as meadowlarks and dressed as huns, beachcombers or beautiful native girls. Josi wore shells and a tattered sugar sack. Right in the middle of everything two of Josi's madcap friends threw her into the swim-

ming pool. Everybody shouted with glee, even Josi.

But there was a serious moment, too, when it was noticed that she was engaged to Blaine Faber. A girl who is engaged isn't passed as a debutante. A girl who isn't a debutante isn't eligible to be a Glamor Girl. Last winter, when everybody had assumed that Josi would be a debutante, Josi was officially elected next winter's Glamor Girl. She said at the time: "I don't want to be a Glamor Girl." And now she won't be.





DOWN ON HER BEAUTIFUL BLONDE HEAD CRACKS VASE WITH WHICH CAROLE LANDIS WAS PRACTICING. SHE THOUGHT PRACTICE WAS A GOOD WAY TO IMPROVE HER ART

## PING GIRL GETS CONKED

Carole Landis is fooled by vase

The Hal Roach Studios in Culver City were all agliss on Aug. 4 when Carole Landis hit herself on the head with a vase. Carole, who is blonde and distractingly desirable, is nationally known as the Ping Girl although she has stated: "I don't want to be a Ping Girl" (LIFE, June 17). She was getting ready this day for a scene in which she is hit on the head with a vase. Anxious to be letter-perfect, Carole decided to practice getting hit so she picked up a vase.

She thought it was a trick prop known as a "break-away" because it falls to pieces easily when it hits.

But Carole was fooled. What she picked up was a solid piece of pottery. All unknowing, Carole brought the vase down on her head. It hurt and she fell down. The studio doctor was hurriedly called. He soothed Carole and told her to take the day off. The studio press department, making a brash assumption, described Carole's condition as concussion of the brain.





Col. Charles A. Lindbergh on Aug. 4, addressing Chicago Keep-Out-of-War rally shown below, said America should offer peace plan and "co-operate" with Nazi Germany if it wins the war.

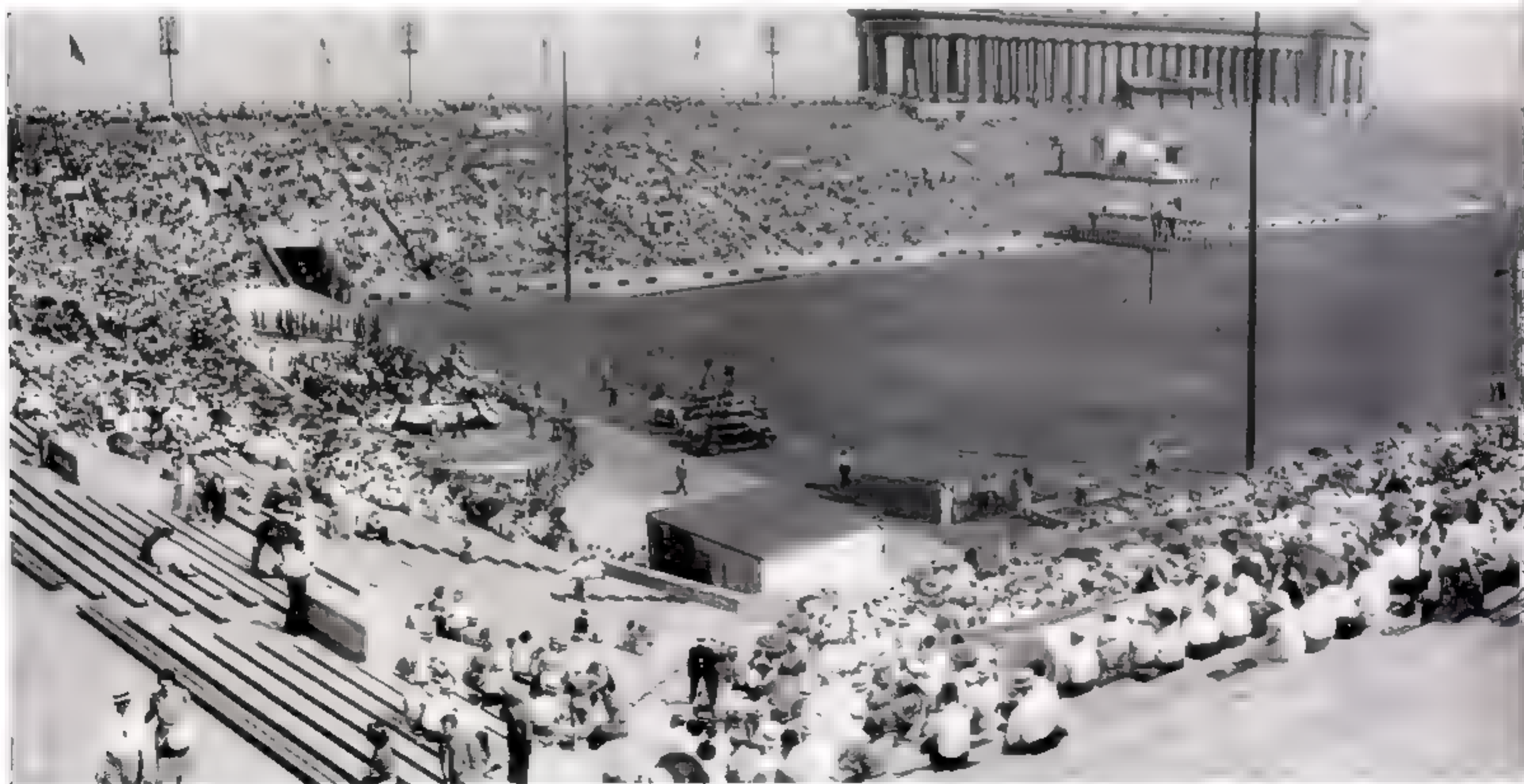
## APPEASERS AND ANTI-CONSCRIPTIONISTS

On Aug. 9 the great debate on selective service got off to its formal start in the U. S. Senate. Already, however, it had been going on for weeks in the press, by radio, in streets and offices and homes. By every yardstick of poll and press, an overwhelming majority of Americans were for it (a Gallup poll showed 67%, a LIFE poll 70% in favor). But as usual in public debate, the minority against it were making the most noise. That they would finally succeed in thwarting the popular will seemed inconceivable. But they had already succeeded, and were continuing to succeed, in thwarting the aim of the selective plan, which is to make all possible speed in arming America.

On these pages a sampling of conscription foes are shown in action last week. Col. Charles A. Lindbergh (*left*), while favoring rearmament, has kept mum about the draft. But his championing of Nazi appeasement is the best possible anti-conscription propaganda. For there is only one real issue in the selective-service



Youth Committee Against War turned up with anti-conscription posters in Washington on Aug. 1 to attend rally addressed by Isolationist Senators Wheeler, Nye, and Holt, and Norman Thomas.



MEMBERS OF CHICAGO'S PRO-NAZI "EINHEITSFRONT" (GERMAN-AMERICAN NATIONAL ALLIANCE) WERE COMMANDED BY RADIO TO TURN OUT EN MASSE FOR KEEP-OUT-OF-WAR RALLY



# SLOW UP NATIONAL DEFENSE PROGRESS

debate: is America in danger? Lindbergh, like Hitler and Goebbels, asserts that it is not. He thinks that it can make a deal and live peaceably with a Germany that is master of all Europe.

Vito Marcantonio (right), radical U. S. Representative from New York City's Harlem, is at least consistent. He not only opposes conscription but has voted against every defense appropriation bill

German-American bundists and their new bedfellows, the Communists, are solidly against selective service. Along with a scattering of elderly clergymen, professors and isolationist Senators, the remainder of the opposition appears to consist mainly of youths like those parading below. Though the prime anti-conscription argument is that the Army can be raised to needed strength by volunteering, up to last week not one of these young demonstrators had appeared with a placard announcing: "I am volunteering for my country's service."



North Philadelphia Peace Council rallied 100-odd men, women and children to march through nearly deserted streets in an anti-draft parade Aug. 3. Children's drum-&-buge corps led march.



Congressman Vito Marcantonio, addressing an anti-conscription rally held in New York on Aug. 4, called preparedness leaders "fifth columnists." Crowd hoed Britain but not Hitler



ADDRESSED BY LINDBERGH. BUT CROWD FELL FAR SHORT OF FILLING SOLDIER FIELD



"PAULINE REVERE" IS WELCOMED TO CAPITOL BY ISOLATIONIST SENATOR RUSH HOLT





IN YORKSHIRE DENIS VICKERTON, 11-YEAR-OLD LEADER OF A SCHOOLBOY "DEFENSE CORPS," SHOT PREMIER CHURCHILL WITH A TOY GUN FROM BEHIND A BARRICADE

## ENGLISH CHILD "SHOOTS" CHURCHILL AS POLICEMEN KILL COUNTRYSIDE CRANK

**T**he Battle of Britain took two new twists recently. One twist was comic relief. On July 31, while inspecting Yorkshire defenses, Prime Minister Churchill came across a hardy band of children barriaded in a street (*above*). From behind a cart Denis Vickerton, aged 11, framed his toy gun on Churchill and clicked the trigger. "You've got me, lad," chuckled Churchill from under one of his famous bowler hats. The second twist was not so funny. On July 22

a constable tried to evict Raymond Warden, 66-year-old recluse, from his farm near Basingstoke, Hampshire for refusing to put his lands to full production. Warden replied by shooting the constable in both legs. Then, turning his farmhouse into a fortified castle, he donned gas mask and for 18 hours fought off police, firemen and Home Guards who attacked with tear gas and rifles (*below*). Two more police were wounded before Warden was shot in the temple and died.

IN HAMPSHIRE AFTER AN 18-HOUR SIEGE POLICE AND HOME GUARDS, CROUCHING BEHIND A HEDGE, KILLED AN OLD FARMER WHO WOULD NOT GROW FOOD FOR BRITAIN





# “Here’s the way to feel refreshed”

Coca-Cola has the taste of  
purity. It is prepared with the  
finest ingredients for  
a delicious refreshment.  
It makes your throat feel the  
freshness of a cool, clear brook.  
It gives you a new  
sense of vigor and  
refreshment.  
This is the feeling you



COPYRIGHT 1920 BY THE PEPSICO COMPANY

Take hold of an ice-cold bottle of Coca-Cola and you have the whole answer to thirst in the palm of your hand. Lift it to your lips and drink. You'll find out at once what *the pause that refreshes* with ice-cold Coca-Cola can really mean... to you. Try it.



5¢



# I can thank my Movie Hero for the best vegetable salad I ever made!



1. If I weren't so crazy about that man . . . if I hadn't stayed to see his new movie *twice* . . . I should probably have missed out in making the most exciting vegetable salad of my little career. Here is how it happened . . .

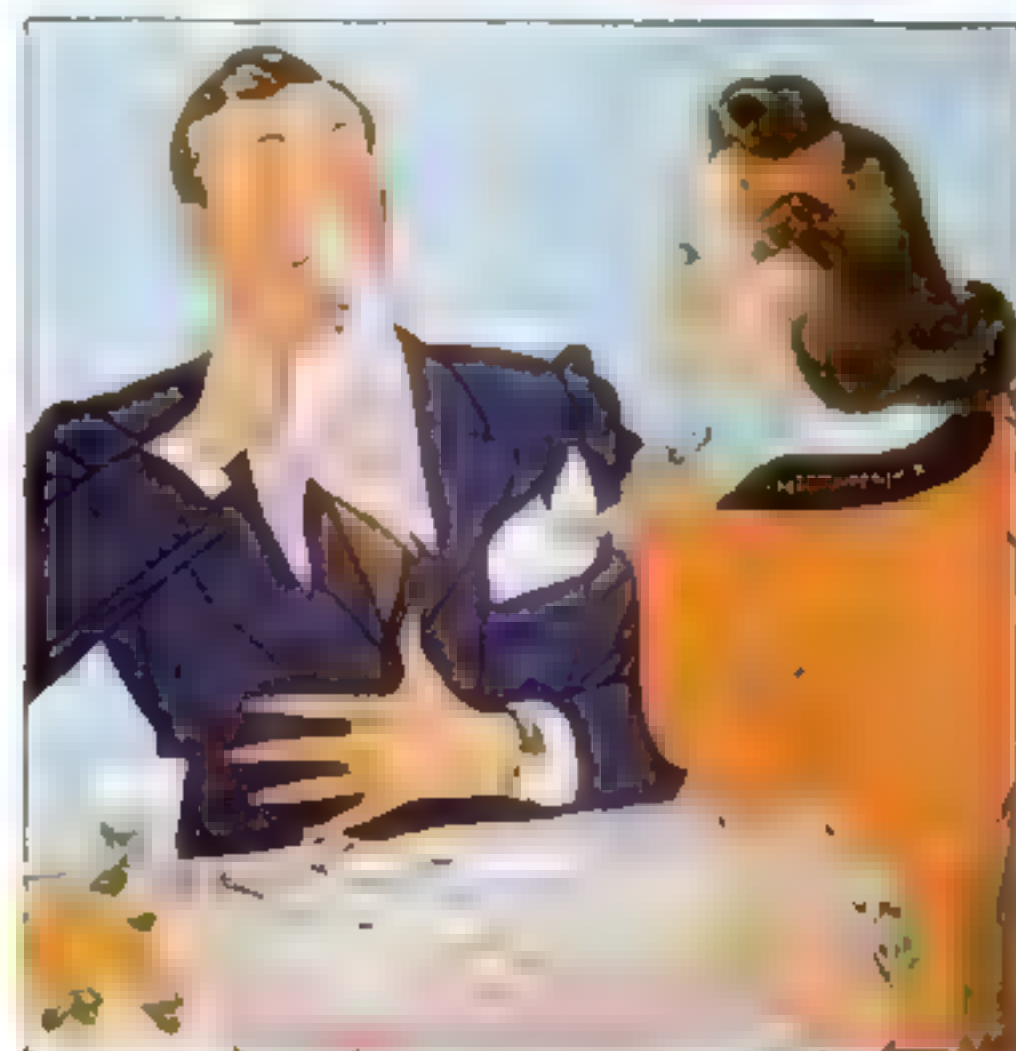


2. I got out of the movies at 4. And dashed to the grocer's. When I got there, all he had left was some droopy, dog-eared vegetables I wouldn't pay two cents for. I was mad. For I had my heart set on making my husband, Charley's, favorite green vegetable salad.

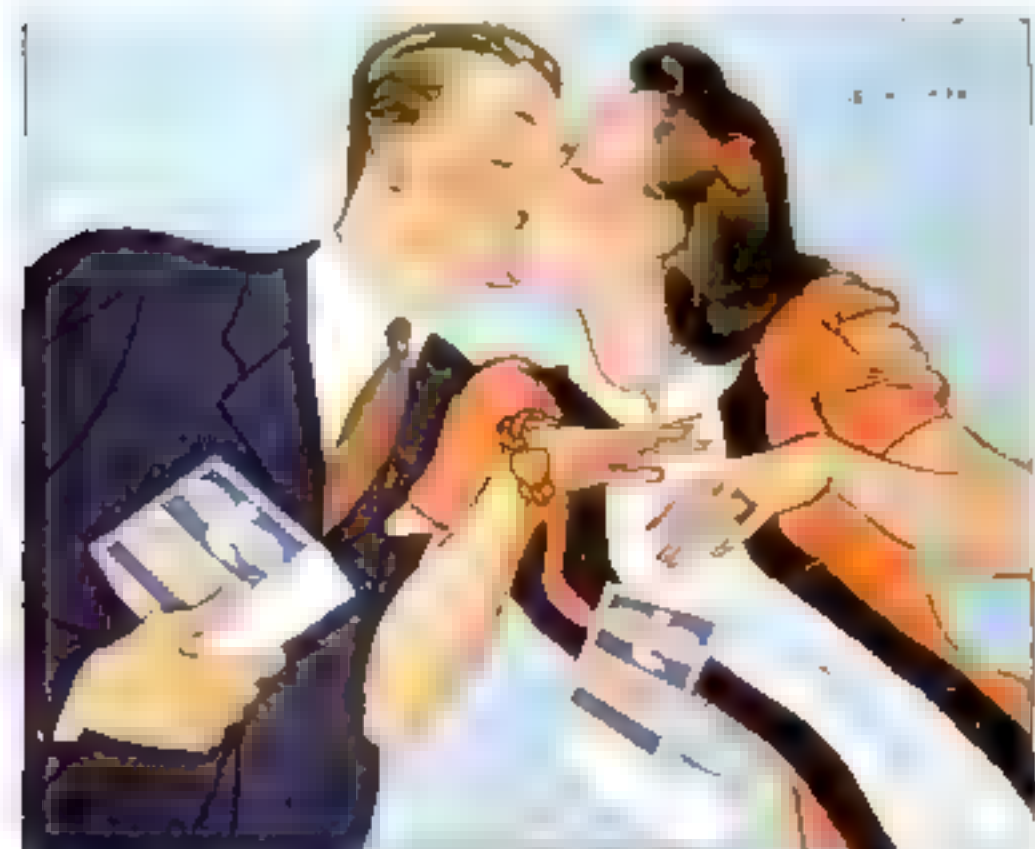


3. Then up spoke the grocer and recommended Birds Eye. He said they just couldn't wilt, as most vegetables do. That's because Birds Eye take the grandest vegetables that grow . . . and quick-freeze them 4 hours after picking! Garden-freshness is sealed in! It sounded wonderful! And I bought some Peas . . . Lima Beans . . . and Green Beans.

4. Now, I never used Birds Eye before, so I followed directions. I put the vegetables into boiling water. (They come all trimmed, ready to cook, you see. Nothing to cut or fuss with.) I cooked the peas 7 minutes . . . the green beans 10 minutes . . . the limas 16 minutes . . . just as it said to do. *It was a snap!*



5. When Charley came home, the salad was chilled, and *glistening!* I set it off with some lovely new tomatoes and quartered eggs . . . with my favorite salad dressing standing by. Even if I say so myself, that salad looked gorgeous! Charley beamed. And Charley ate that salad as no man ever ate a salad before! We both had seconds.



6. "Honey," he said, "these fancy foods taste like they cost plenty." I grinned. And told him that Birds Eye Foods come all cleaned and trimmed, no waste to pay for. So they don't cost any more than other good foods. (We've been living on Birds Eye Foods ever since—eating like a Hollywood star—on a postman's salary.)



7. Where can you buy these wonderful foods . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it, can bring you the food thrill of your life. Remember, Birds Eye represents only the *top* quality in quick-frozen foods. Therefore, be *sure* you look for the Birds Eye in the window, and the Birds Eye on the package.

## Here are a few of these wonderful foods:

Sweet, Juicy Strawberries  
String Beans—French Style  
Green Asparagus Cuts  
Corn on Cob—Perfect Ears  
Garden-fresh Spinach—no sand!

Lobster Meat for Salads  
Pancy Bluepoint Oysters  
Red Patch Fillets  
Broilers—Drawn at Waste!  
Fowl for Potatoes

And there are more than 50 others—all cleaned, trimmed, ready to cook or serve. Get a box today.

## FARM-FRESH FOODS—IN PACKAGES

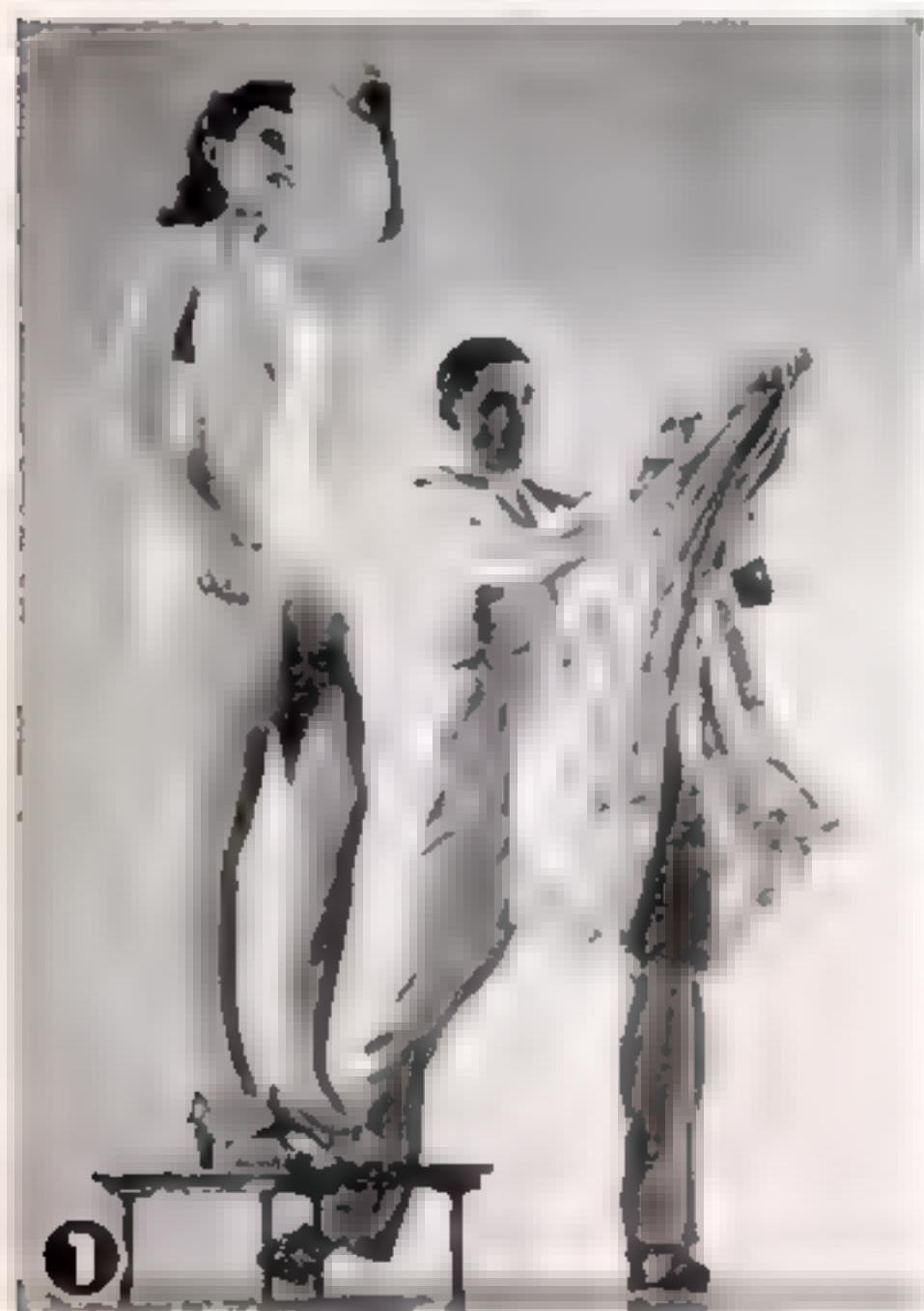
For more information about them, write Frosted Foods Sales Corp., 250 Park Ave., New York, N. Y.





## "GREAT DRAPO" DESIGNS A DRESS IN TWENTY SECONDS

**A**lphonse Bergé, sometimes known as "The Great Drapo, the Lightning Dress Designer," is the sensation of the Rector Exhibit at the New York World's Fair. The high-speed action pictures on this and the following pages show how he creates almost any type of daytime or evening dress in some 20 seconds. This feat has been witnessed by half a million persons at the fair. Along with Bergé has been doing similar shows for over 40 years in movies and in vaudeville from Denmark to the Fiji Islands. This autumn Drapo, who got his start as a London window dresser, will be imitated by Ed Wynn in a musical show on Broadway. For the Great Bergé uses only a straight piece of material, occasionally a few pins. After his brief wild dash about the model, he allows her to parade in the new creation while he cracks, "That's one of you ladies would like to have in your wardrobe."



MODEL WAITS WHILE MATERIAL GETS TRIAL TWIRL



WITH TWO QUICK TWISTS, BERGÉ STARTS BODY OF THIS STRAPLESS FORMAL TAFFETA GOWN, KEEPS CLOTH IN AIR



AFTER HIS LAST TWIST BERGÉ TIGHTENS THE WAIST, TIES AN ELASTIC AROUND IT.



REMAINING MATERIAL IS PULLED THROUGH ELASTIC FOR FLOUNCES OF FINISHED DRESS







**W**ATCHMAN surprised... bound and gagged... unable to "ring in" at regular time... robber thinks coast is clear. But he's mistaken! The watchman's failure to "ring in" automatically brings assistance.

Behind many of these signal and alarm systems is a source of electric power that is unfailing in emergencies—Exide Batteries. If great factories and city governments can rely on Exides for this vital service of protection, surely you can depend on Exide to start your car.

Since all automobile batteries look pretty much alike, avoid guesswork; be guided by the proved dependability of Exide in many vital services when buying a new battery for your car.

But never buy any battery before you are sure you need a new one. Good batteries as well as worn-out batteries run down. You can be sure if you have yours tested on the Exide Sure-Start Tester, a new scientific instrument that shows a battery's true condition. This test is free. Look for the Exide Dealer Sign—symbol of honest service.

THE ELECTRIC STORAGE BATTERY CO., Philadelphia... The World's Largest Manufacturer of Storage Batteries for Every Purpose  
Exide Batteries of Canada, Limited, Toronto



WHEN IT'S AN  
**Exide** YOU START

## The Great Drapo (continued)



HOLDING ONE END WITH HIS CHIN, BERGE FLICKS MATERIAL ABOUT MODEL



IN 22 SECONDS, VELVET HALTER-NECKED EVENING GOWN IS ALL COMPLETED





STARTING FROM SLEEVE, DRAPE TIGHTENS WAIST WITH ONE SINGLE SWOOP



FINAL STEP IS A PIN TO HOLD THIS SINGLE-SLEEVED RAYON EVENING DRESS



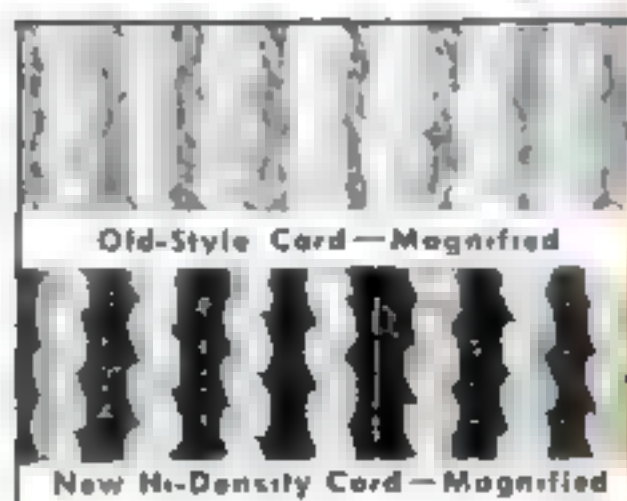
*Lady,  
with this tire you  
can stop quicker,  
ride smoother and  
go farther!*



Let the Hood Red Man  
tell you . . .

See how the gripping, sharp-angled edges of those zigzag center ribs provide extra protection against skids on wet or slippery roads. And the continuous outer ribs give you a quiet, smooth ride, with the long wear of extra tough rubber."

"And the extra cushion of the heavy double corded Hood Speed Shield acts like a shock absorber. It's exclusive with Hood, and guards against the bumps, shocks and bruises that often cause dangerous blowouts. Makes your tires last longer, too."



"Hood uses only the new Hi-Density cord—stronger and more compact, with generous insulation of special heat-resisting rubber around each cord. This means a cooler running tire, for long life, and extra flexibility, for a softer, more comfortable ride."

Look for these "safety first" features when you buy tires. They are extra values—premium protection—not found in ordinary tires, even those selling for much more than Hood's economy prices.



43 YEARS OF QUALITY RUBBER PRODUCTS



# HERE'S HOW

Take along beer or ale the



Want to get in on a secret?



1. "I've tried a lot of picnic ideas, daughter, but the tops 'em all. My new son-in-law is a good picker in more ways than one. He certainly knows which type of beer can is best for picnics!"



4. "But what about taste? How does that stack up?"  
"It's tops! Every feature of this Cap-Sealed can is designed for one purpose - to guard the delicate taste of beer. You get that true brewery flavor!"

CONTINENTAL



# To make a good picnic better!

way they like it...in easy-to-open **CAP-SEALED CANS!**



2. "Here's the secret. Notice that top? No special opener needed with *this* can! Cap-Sealed cans open with *any* opener. And you drink from a clean, cap-protected surface. Now ask Bill why *he* prefers this can!"



3. "Like my beer cold? Sure, everybody does—and that's why I go for this idea. Beer chills *faster* in cans. And there's no bother about deposits or returns. A real time- and step-saver, I call it."

## ...And here's how to make a good week-end better!

No matter what you do this week-end—whether you go away on a trip or a picnic, or have week-end guests come visiting *you*—there's one sure-fire formula for making it a better and more enjoyable week-end:

- (1) Serve BEER—it's a cool and wholesome summer drink.
- (2) Serve BEER IN CANS—chills faster, takes less space, no deposits and no returns.
- (3) Serve BEER IN CAP-SEALED CANS—because *that's* the can that requires no special opener. And you can drink from a clean, cap-protected surface.

**Cap-Sealed**  
TRADE MARK U.S.A.



5. "Drink right from the can, folks. And let's remember on the way home to pick up one of those 12-can cartons. They come in handy if people drop in." (P. S. Try the economical quart-size can, too!)

**CAN COMPANY** New York • Chicago • San Francisco

TWO CONVENIENT SIZES: Regular 12-oz. can and a big quart can (32-oz.).

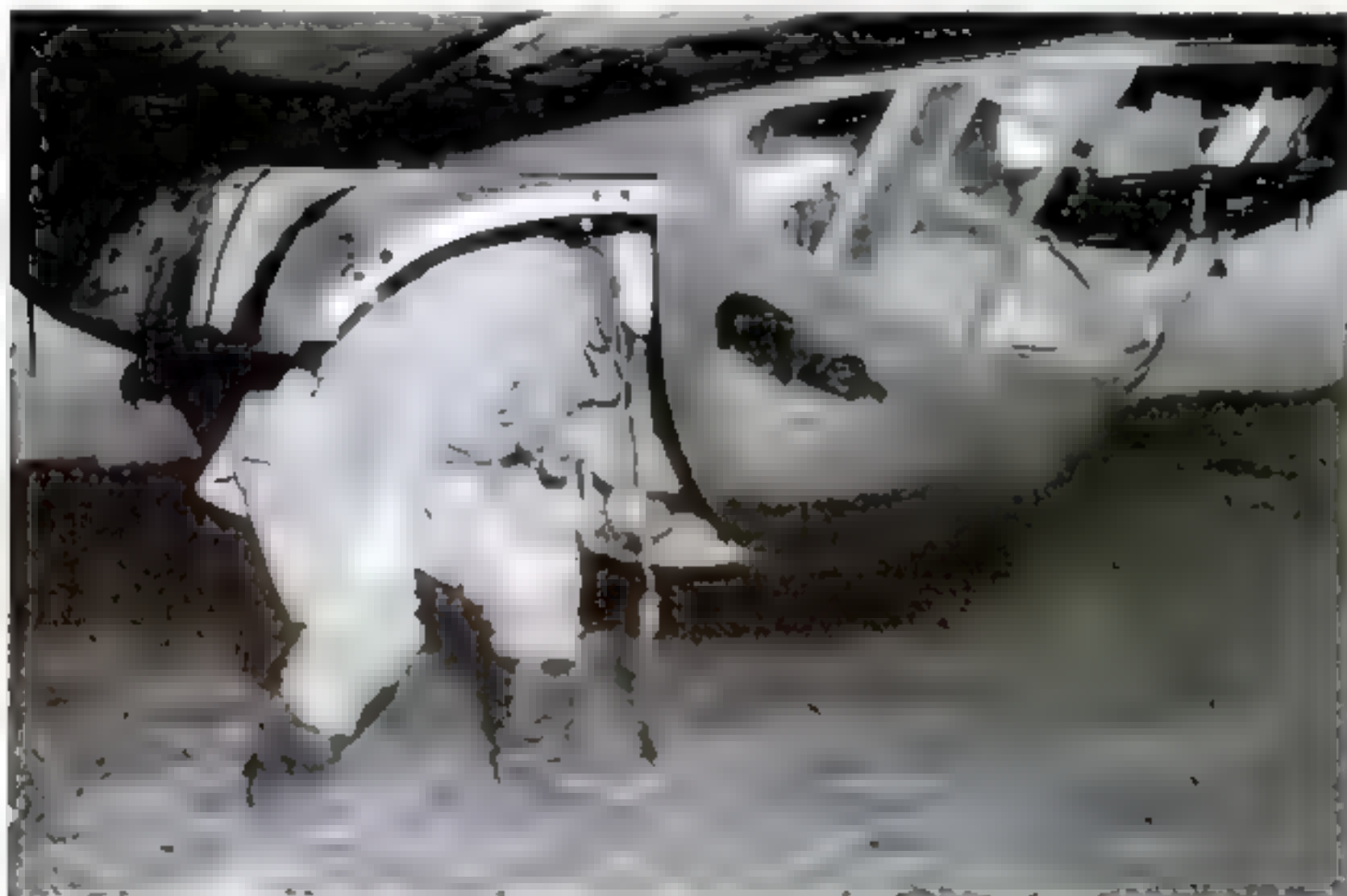




Hampden is loaded with 1,000-lb and four 250-lb bombs to be dropped over Ruhr district. Bombs are rolled up on rollers. Long and narrow, the Hampden resembles the pencil-shaped German Dornier Do 17



Orders for a raid are given to a bomber crew by an operations officer, who points out targets on a wall map of western Germany. The pilot and sergeant, seated



The lower rear gunner enjoys a view of the world from his compartment in the plane's belly. Above his neck hangs the plug cord for the intercom, which he keeps with him just as he does his other



A pilot feels controls before leaving for a raid. He will be gone approximately six hours. Plane's equipment includes a Sperry automatic pilot and a gunsight in front of the windshield for pilot's own gun

# I BOMBED THE RUHR

## BRITAIN'S NIGHT FLIERS RAID GERMANY

by AN R. A. F. FLIGHT SERGEANT

I was called to Operations Room about 6 p. m. and given a target in a Ruhr area which we've visited before. I think that I think I could get there by 11 p. m. We took off at 10 p. m. I started the great railway marshaling yards at Hamm, then we went on to go on to 1,500 ft. Hamburg and barges in the Elbe Canal near Port of Hamburg. I was so pleased to have a go at a factory along towards Hamburg.

Darkness as we drove out to the "dispersal point" and made the last check-up of our engine. Then we were off. The night was fine and clear and I knew I would be good flying all the way. Heading east, I slowly climbed to 15,000 ft. It was 11 p. m.

The gunners were gossiping as usual over their "intercoms" [telephone communications between members of the crew]. Cooped up in their little gun cabins, Mac watching the upper arc and Paddy the lower, they argue about football for hours on these long raids. Taffy, my bomb aimer, always cracks jokes when it's dark night. "It is. He does this to matter how fine a night it is. I called Taffy once but only got a confused mumble in reply. From that I guessed he was hard at his usual pastime on a fine, eating chocolate and oranges.

Holland was dark as we approached, the flat shore and the sea merging into one. Far up to the north towards Helgoland Bight and "Windy Corner" which I had got to know so well, the sky was alight with bursting A. A. [anti-aircraft shells], searchlights and tracers which told me that some of the other boys were already livening up Kiel a bit. I flew in over Holland, heading for Dunsburg.

A bank of clouds began to form 6,000 ft. below. Then searchlights came up ahead, making the cloud formation a beautiful shimmering floor of light. I had just passed over this area feeling hidden and secure when I heard Paddy calling to Mac from the lower gun position.

"Six fighters below... ME's I think... they're coming up fast. Come on, you so-and-so's." He could see them quite well silhouetted against the lit clouds. And they could see us no doubt. I banked and swung a bit to give Mac in his upper position a peep and a chance to level his guns.

"They won't come in the dirty so-and-so's," Paddy fumed. And Mac, shouting as if the Messerschmitts could hear: "Come on, come on





on the table, have put on their life jackets which are inflated by blowing air into a tube attached to the front of the jackets. R. A. F. pilots call them "Mac Wests."

Night after night, while German bombers raid Britain, the R. A. F. retaliates by raids on factories, ports and munitions depots in Germany. It is too early to estimate the damage done by these raids to the German war machine but they have wrecked factories and slowed up production in Western Germany.

LIFE presents herewith a report of a night raid over the industrial Ruhr district by a 27-year-old Flight Sergeant in the R. A. F., captain of a twin-engined Handley Page Hampden bomber. Up to July 11 he had been on 30 such raids, not counting propaganda "bomphlet" flights early in the war. The accompanying pictures do not show the author or his crew, who must remain anonymous, but were taken at the same R. A. F. station.

and take a crack." But the ME's didn't. They stayed well out of range until we lost them.

But by now I had plenty of other things to think about. We were just picking up the edge of the Rhine. Down we went with feathered propellers and then through the cloud layer. There below, faintly lit by the moon, was one of our landmarks. Banking steeply and hauling the control column back, I shot up again over another landmark. But we could have got along without the help of any of these identification marks. As usual, Jerry lit up our target for us. The whole of Duisburg was ablaze with searchlights, tracers, "flaming onions" (big globes of greenish-colored fire linked together in groups of about eight) and some stuff I had never seen before. It was a white, shiny substance, looking something like Christmas-tree tinsel. It seemed to drift lazily about the sky—very beautiful and very sinister. We watched it for a while as I climbed, circling along the outside of the searchlights and all the muck (gunfire) that was coming up.

The sky in front and over our objectives was so full of bursting A. A. that I could hear the detonations even above the roar of our motors. And I could see the reason for it. Far below and ahead I could see flashes caused by bombs from other aircraft of our squadron. A fire had already started somewhere in the factory buildings. The German batteries and A. A. groups were apparently too busy with other chaps of ours at work upstairs to spot me, however. I kept circling well to the outside and waited till the bomb flashes stopped.

Then I called through the intercom to the crew that we were now going in to take a crack at them. I throttled back and shoved the nose down. Taffy got me dead on the line to the target. Down we went towards the muck. The altimeter needle began to fly around—6,000, 5,000, 4,000. The wind screamed past the throttled motors and then we were in the midst of all the muck. The racket was terrific. Tracers were swinging past the windows as the guns below hose-piped across our path. Short-range A. A. shells were bursting under the ship, bucketing us about. All the time Taffy was holding me on the line. "Right a bit...steady. Left a bit...steady." I started to level out. As I eased the control column back, I pulled the bomb-selection levers ready for Taffy to press the button.

CONTINUED ON NEXT PAGE



If you sip highballs *slowly*, be sure and mix with White Rock. It will keep all your drinks keen and bubbling to the very end.



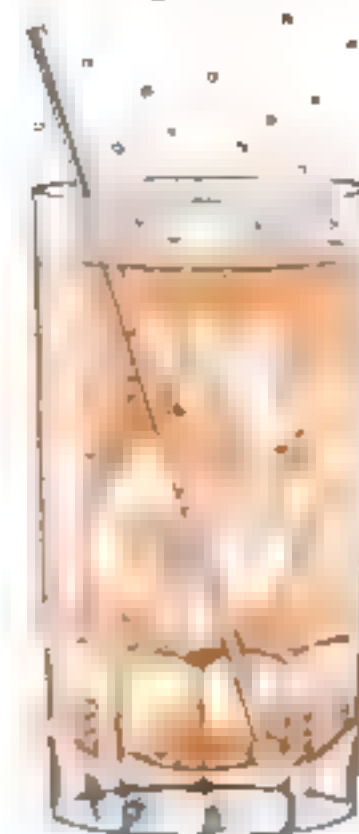
If you drink highballs *fast*, use White Rock to improve the flavor of your whiskey and to make your highballs taste better.



If you are *foxy*, you have found out that White Rock is not one of those local carbonated tap-waters, but a pure *mineral* spring water.



If you are *thrifty*, you know that 3 cents is all it costs you to mix a drink with White Rock, when you use the large Party Size.



GOOD WHISKIES DESERVE

**White Rock**

ALL OTHER WHISKIES NEED IT

By the way! Have you tried Sarsaparilla by White Rock? It's deliciously different! Sold at all better stores.



## THAT'S A HOT ONE!

Jean says there are **NO SKINS** on these Wieners

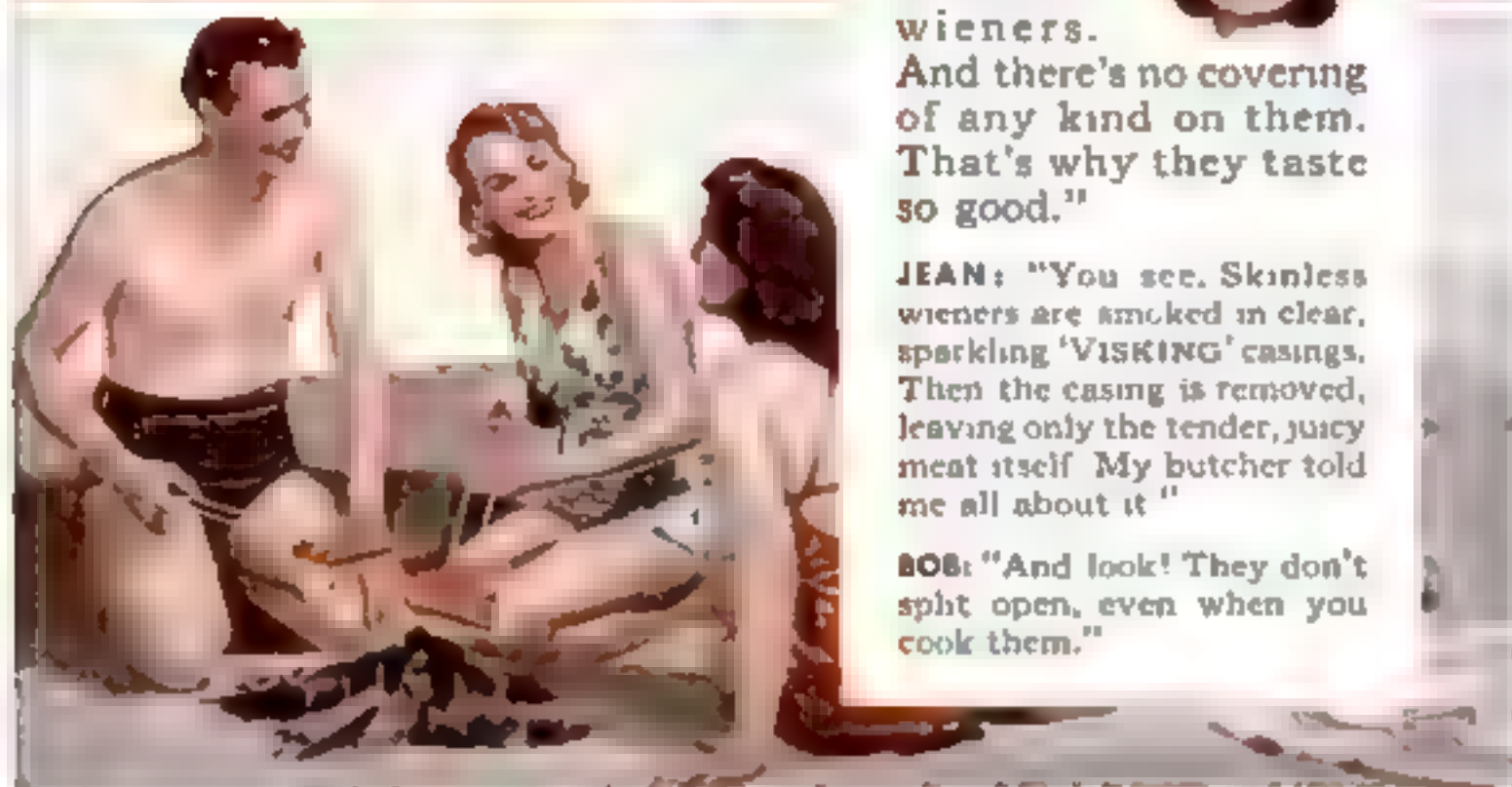


"THAT'S TRUE!"

..these are **Skinless** wieners. And there's no covering of any kind on them. That's why they taste so good."

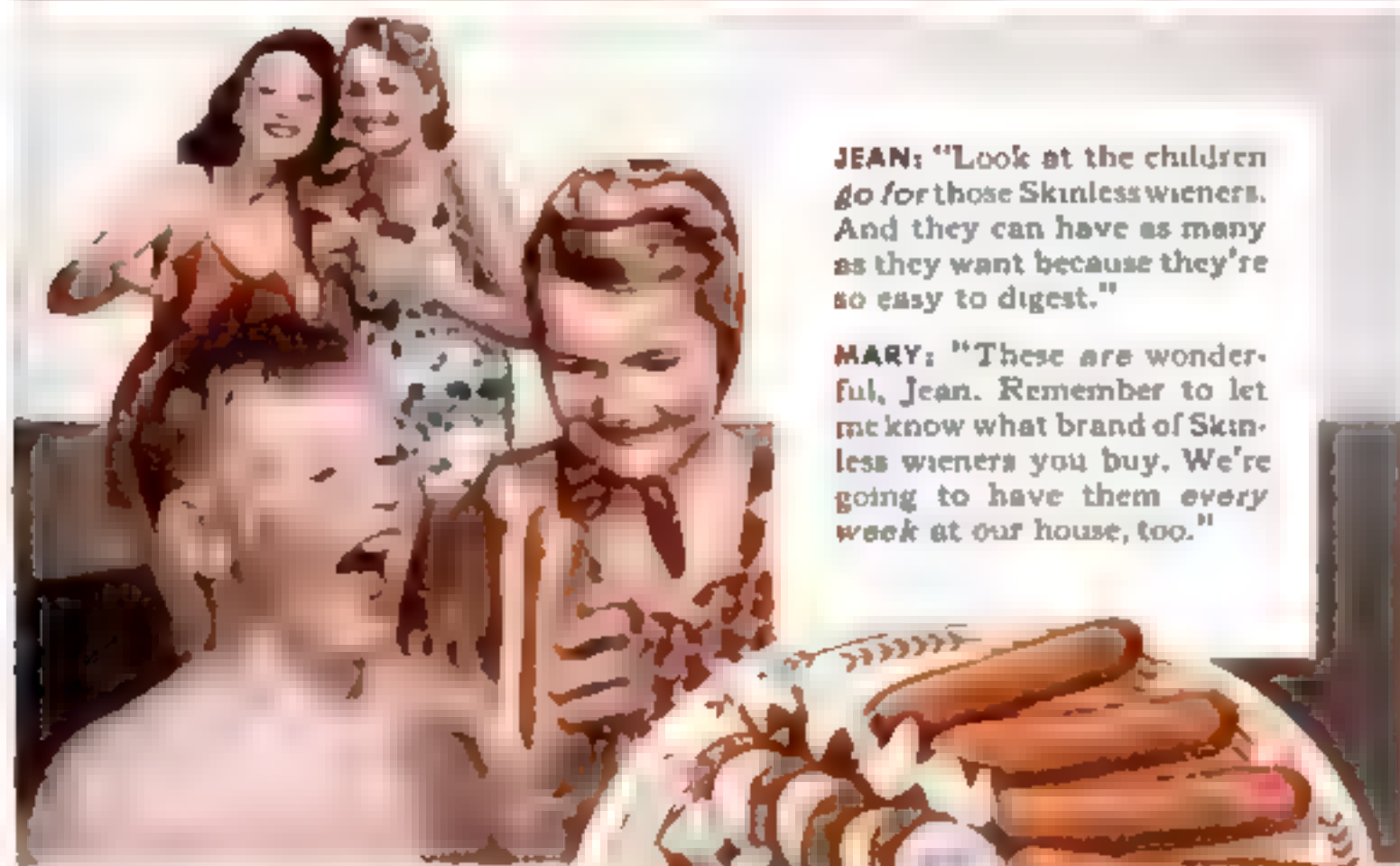
JEAN: "You see, Skinless wieners are smoked in clear, sparkling 'VISKING' casings. Then the casing is removed, leaving only the tender, juicy meat itself. My butcher told me all about it."

BOB: "And look! They don't split open, even when you cook them."



JEAN: "Look at the children go for those Skinless wieners. And they can have as many as they want because they're so easy to digest."

MARY: "These are wonderful, Jean. Remember to let me know what brand of Skinless wieners you buy. We're going to have them every week at our house, too."



### COMPLETE SMOKE PENETRATION

is another advantage you secure in frankfurters and wieners made the SKINLESS way. That's why they have such a delicious, smoky tang plus all the other benefits of the smoking process... The Visking Corporation, 6733 West 65th Street, Chicago, Illinois.

ASK FOR YOUR FAVORITE BRAND OF FRANKFURTERS OR WIENERS...

MADE THE **Skinless** WAY



YOUR SKINLESS FRANKFURTER TREAT FOR THIS WEEK... Broiled Skinless frankfurters garnished with sliced tomatoes, cucumbers and rosebud radishes. A delicious treat in warm weather for the whole family, guests or picnic parties.

## I Bombed the Ruhr (continued)

That same instant the searchlights got us. I kept my eyes fixed on the instrument dials. Through the hole beneath the panel I got a momentary glimpse of the back of Taffy's head intent on the bombsights and black against the glare lighting up his cabin. Then the ship gave a great swinging lift upwards and I knew the first lot of bombs had gone. At the same instant a group of A. A. shells bursting below almost flung us on our back. The blast was a sheer physical shock like a bang on the back of the head. I did not know if we had been hit but I brought the ship back level again, the motors roaring evenly though everything was dancing on the instrument panel.

The gunners had their eyes glued on the ground, spotting our bomb bursts. A second or so later, though it seemed long minutes, Paddy bawled through the intercom, "Off right." Taffy's line could not have been so good after all—or else that shell salvo may have thrown us off at the moment of release. I slid through the muck, adopting violent avoiding action, but I could not throw off the searchlights. Nothing hit us, however, and keeping on I lost the lights.

I turned and started to come in again to make a proper job of it this time. Taffy got on his line and then we were in the midst of the muck again. Flaming onions curled past on each side, lighting up the whole cabin with their green glow. There was a colossal burst on my starboard side and the intercom to the bomb aimer broke down. All I could do was to hold her dead on the last compass reading and chance it. From this new approach the target was now clearly visible to me. I could even see the girders of the factory outlined against the fire within.

Then came the great lift again as the second lot of bombs went. I banked steeply to watch, as the searchlights had either lost me or were put out. I could hear Paddy's and Mac's guns clattering away, shooting down the beams at the great lenses below.

There was no mistake about this "stick" of bombs. I saw the flash of their bursts and then a great billowing greenish explosion. A second or so later a terrific air blast reached us, flinging us completely on our backs this time. The panel lights went out. The next seconds were hell and confusion. I had not the foggiest notion how I was flying or whether I was heading for the deck or not. I called through the intercom to the rest to prepare to bail out but my mouth and throat were so dry that I could only whisper. They never heard me—not that it would have been much good anyway, at our height.

Gradually things sorted themselves. Taffy came through on the intercom. He had been almost knocked out by ammunition drums that had come adrift and hit him as we turned over. The gunners were all right, though they had had a lot of nasty bumps. Hampdens are not exactly adapted for flying on their backs. Taffy was quite calm, however, and it was nice hearing his grumbling voice again asking me if I wanted a bearing for our next target—the railway marshaling yards beyond Essen. I called him up from his bomb-aiming cabin to do something about my panel lights because I could not fiddle with the broken connections from my seat. The lights came on and I set the course for the railway yards.

It was now 1 a. m., and I realized with a shock that we had only been an hour over Duisburg. It seemed a year. We went on, the motors pulling serenely away in a wide sweep around Essen. Searchlights came up again, held us and lost us. On our way to Hamm and the Dortmund-Ems Canal corner we went through an almost continual curtain of muck. Mac was yarning to Paddy about some salmon poaching he had done in Scotland.

Then the railway yards came in sight. Leaning out of my window I could see all the tracks running together at a junction and a lot of stuff on the tracks. They were there quite plainly at 4,000 ft. The muck started to come up again but I cared less this time. Keeling over, I came down in a great dive to about 1,000 ft. and blasted through it. I threw the bomb selector over for the last stick. Taffy was on the line right away and a second later the last one dropped. They were flush hits, all bunched dead on the rail junction and a line of trucks.

I kept going down, turned and at less than 300 ft. ran in to have a good look at what damage we had done. A rail shed was on fire, tracks were burst apart and just as we passed the trucks some of them went up. I grabbed the column back quickly as the blast shoved us on our nose but it was not so bad this time as over Duisburg.

There was no point in looking at Dortmund because we had used our bomb ration in making sure of the target at Duisburg. Banging the throttle open, I went upstairs and headed for home.

Between raids pilots lounge, smoke and drink mugs of ale in anteroom of the mess. Men in middle have just returned from bombing battleship *Scharnhorst* at Kiel.







## *Hawaiian Memories*

PAINTED FOR DOLE PINEAPPLE JUICE

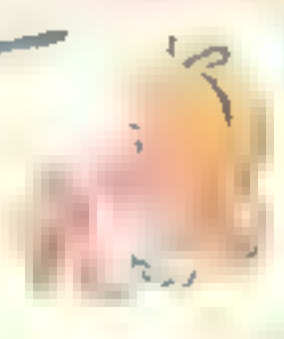
BY PIERRE ROY

When Pierre Roy went all the way from Paris to Hawaii and painted this quaint scene from old Kona Coast, he included objects which made lovely Hawaii live again in his memory — bits of coral and shell, colorful feathers, and a tall glass of golden Dole Pineapple Juice.

In the morning a tall glass of Dole Pineapple Juice tastes so good! Remember, it's a good source of vitamins B and C, and contains vitamin A.



During the day Dole Pineapple Juice tastes so good to thirsty children and tired grown ups. Remember, it is high in quickly available food energy.



*Dole  
Pineapple Juice  
from Hawaii*







**BREAKFAST WAS  
JUST A BORE TO ME  
'TILL MY WIFE GOT  
THIS BIG IDEA..**

*Switch* to something you'll like!

**Tempting FLAVOR—the result of a secret known only to Kellogg—has made these extra-fresh toasted Corn Flakes America's best-liked ready-to-eat cereal!**

● Give a man—or a youngster—something that tastes extra good and you won't hear any more of that "I'm not hungry" talk! Even at breakfast time . . . on hot summer mornings!

Tomorrow, just for an experiment; bring out heaping bowls of crisp, golden-brown Kellogg's Corn Flakes and set out a pitcher of cool, creamy milk. Then sit back and watch the family "go to town." There's something about these golden toasted flakes—just the *appearance* of them—that always hits the spot at breakfast, lunch or just before going to bed.

Your first taste will tell you why Kellogg's—the *original* Corn Flakes—are America's *favorite* ready-to-eat cereal. What flavor! What crispness! What satisfying goodness! . . . goodness that's the result of a secret known *only* to Kellogg! Order Kellogg's Corn Flakes tomorrow, and be sure to ask for them by name.

Also ask for Kellogg's Corn Flakes in restaurants, hotels, dining cars.



**FLAVOR** *does it!*

Copy, 1940 by Kellogg Company

MADE BY  
KELLOGG'S IN  
BATTLE CREEK



# RIVER ROUGE



NIGHT FALLS AT RIVER ROUGE BUT WORK STILL GOES ON AND HUGE PLANT BEGINS TO LOOK UNREAL, LIKE SOME DRAMATIC STAGE SET. THIS IS THE SOYBEAN FACTORY

## GREAT FORD PLANT IS CROSS-SECTION OF INDUSTRIAL MIGHT OF REARMING AMERICA

The importance of the Ford Motor Co. does not lie in the personality or the politics or the prejudices of its 77-year-old founder. Henry Ford's nonautomotive philosophy never made as much hard sense as Henry Ford's automobiles. The Ford Motor Co. is important because it makes automobiles. To make them it perfected a technique of mass production that long ago revolutionized the arts of industry and is now revolutionizing the arts of war. To make mass production more efficient, Ford built the largest integrated industrial unit the world has ever seen. This is the River Rouge plant at Dearborn, Mich., near Detroit.

Once Ford's factory could fairly be considered a reflection of Henry Ford. But River Rouge is today too vast and diverse to be the reflection of any one man. It is really the perfect image of a full-grown industrial civilization. On its 1,200 acres, in its dozens of divisions, River Rouge stands as a complete and concise cross-section of modern U. S. in-

dustry—an industry now gearing its separate wills and ways to the job of rearming a peaceful country. Although Ford is not making airplanes and has refused to make Rolls-Royce airplane engines, it has virtually completed plans for producing a new and much-needed 1,500-h. p. liquid-cooled engine for high-speed planes. There are a hundred ways in which the self-contained might of River Rouge can—and certainly will—be turned to wartime use. It is unhappy irony that the cause for all this rearming is the aggression of a country that in the 1930's borrowed the peaceful Ford production methods outright and with deadly efficiency turned them to war uses.

When statistics-loving Americans learn about River Rouge they gloat over the curious manifestations of its size: the fact that it can produce enough power to light all the homes of Chicago; that it uses enough water to supply the homes of Detroit, Cincinnati and Washington combined; that it wears out 7,000 mops a month to keep itself clean. But these facts are

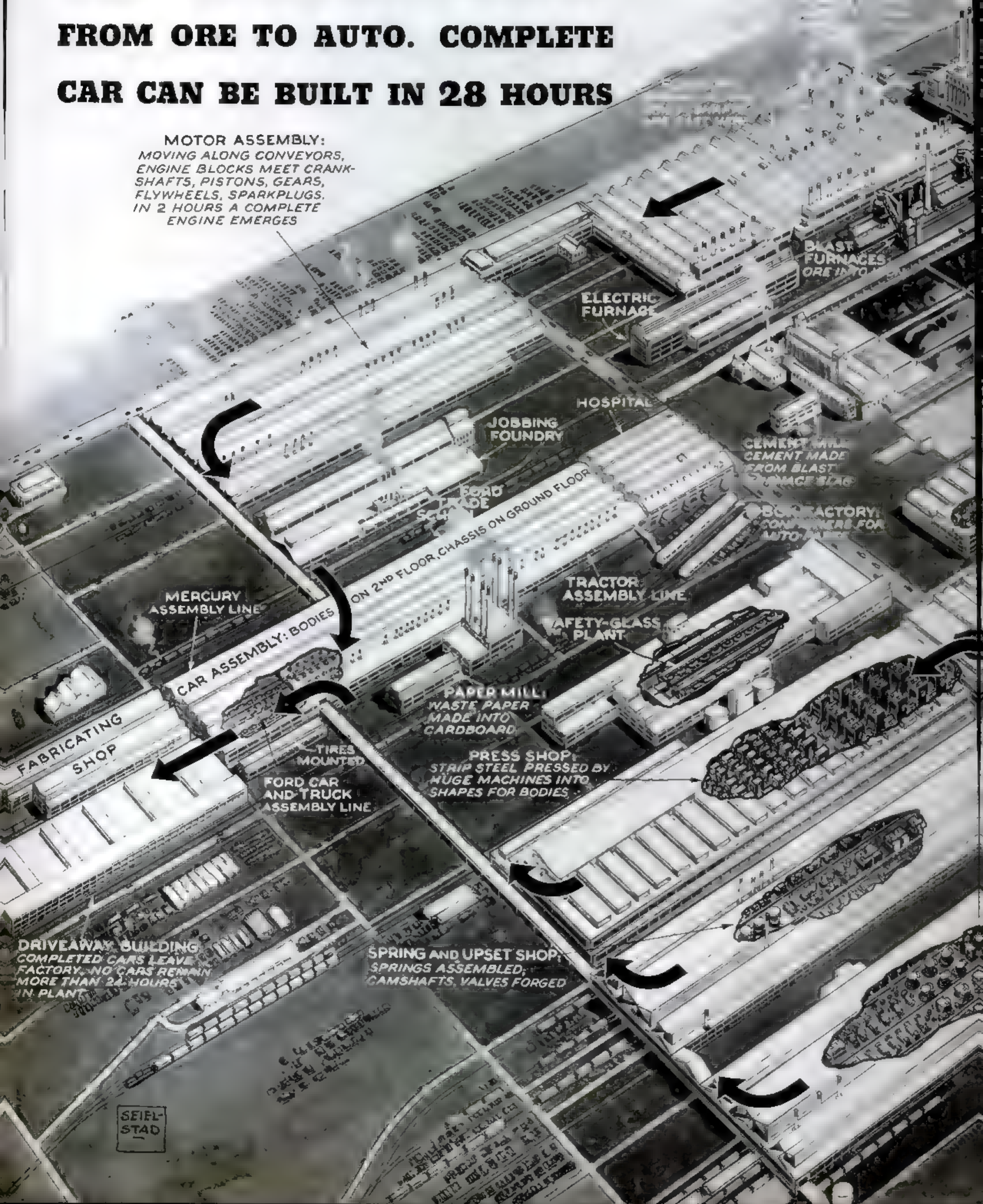
mere by-products. They give only a wisp of a hint of the real impressiveness of the Rouge. This infinitely skilled and resourceful factory takes ore and makes it into iron and steel. It carries hot metal from furnaces to complex casts and towering presses for molding and shaping. It takes white sand and makes clear glass, takes flaccid rubber and turns out tough tires. It schemes so that all these items (there are 15,000 parts in a Ford V8) flow steadily from the far ends of the plant to the assembly lines. There they converge and move insistently along conveyors, never pausing, jerking around corners the way old-time movie comedians used to. Meanwhile the hands of thousands of men reach out and place the parts precisely together to form the compact vehicles which Ford sells.

Last year Ford made 945,000 cars, trucks and tractors. Some were built at 17 Ford assembly plants over the country. But most of them were built and the vitals for all of them were made at River Rouge.



# HERE IS FLOW CHART OF PLANT FROM ORE TO AUTO. COMPLETE CAR CAN BE BUILT IN 28 HOURS

**MOTOR ASSEMBLY:**  
MOVING ALONG CONVEYORS,  
ENGINE BLOCKS MEET CRANK-  
SHAFTS, PISTONS, GEARS,  
FLYWHEELS, SPARKPLUGS.  
IN 2 HOURS A COMPLETE  
ENGINE EMERGES







RIVER ROUGE  
TURNING BASIN

SOY  
BEAN  
PLANT

COKE  
OVENS

LOCOMOTIVE  
REPAIR SHOP

STORAGE BINS FOR  
COAL, ORE, LIMESTONE  
CAP. 2,000,000 TONS

DRAGE

OPEN-HEARTH FURNACES  
STEEL MADE FROM  
IRON AND SCRAP

STRIP-STEEL  
COIL STORAGE

FIRE  
PLANT

COLD-DRAWN STEEL SHOP  
COLD-STRIP STEEL ROLLED  
INTO PROPER THICKNESS  
FOR FENDERS, BODIES, ETC.

INTERPLANT  
RAILROAD  
100 MILES OF TRACK  
17 LOCOMOTIVES

STRIP-STEEL MILL  
WHITE HOT STEEL ROLLED  
INTO LONG STRIPS

ROLLING MILL AND  
FORGING SHOP  
INGOTS MADE INTO  
SPECIAL FORMS  
FOR AXLES,  
SPRING LEAVES

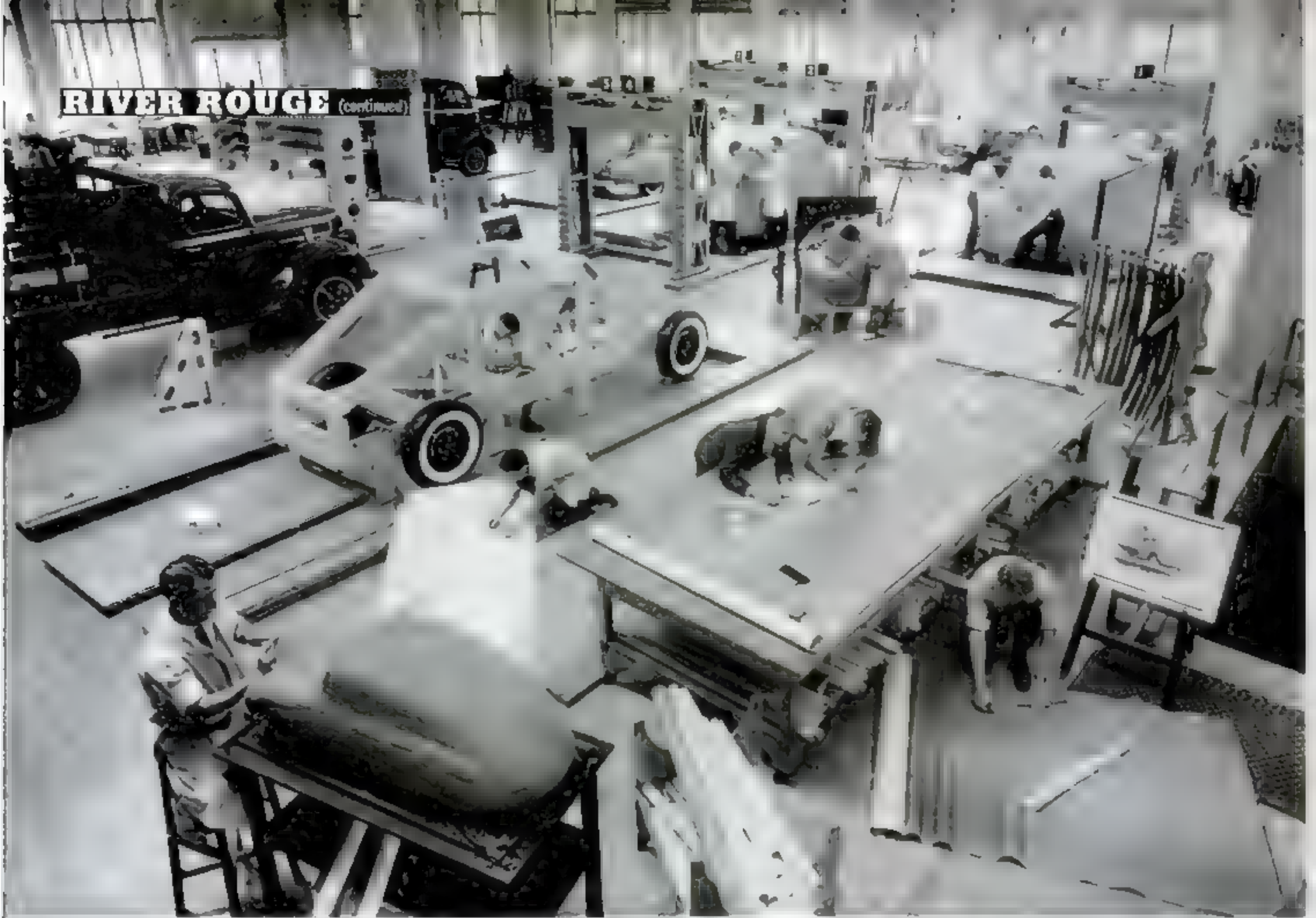
TOOL AND DIE SHOP  
FOR DIES AND  
MOST TOOLS MADE

AXLES MADE  
AND ASSEMBLED

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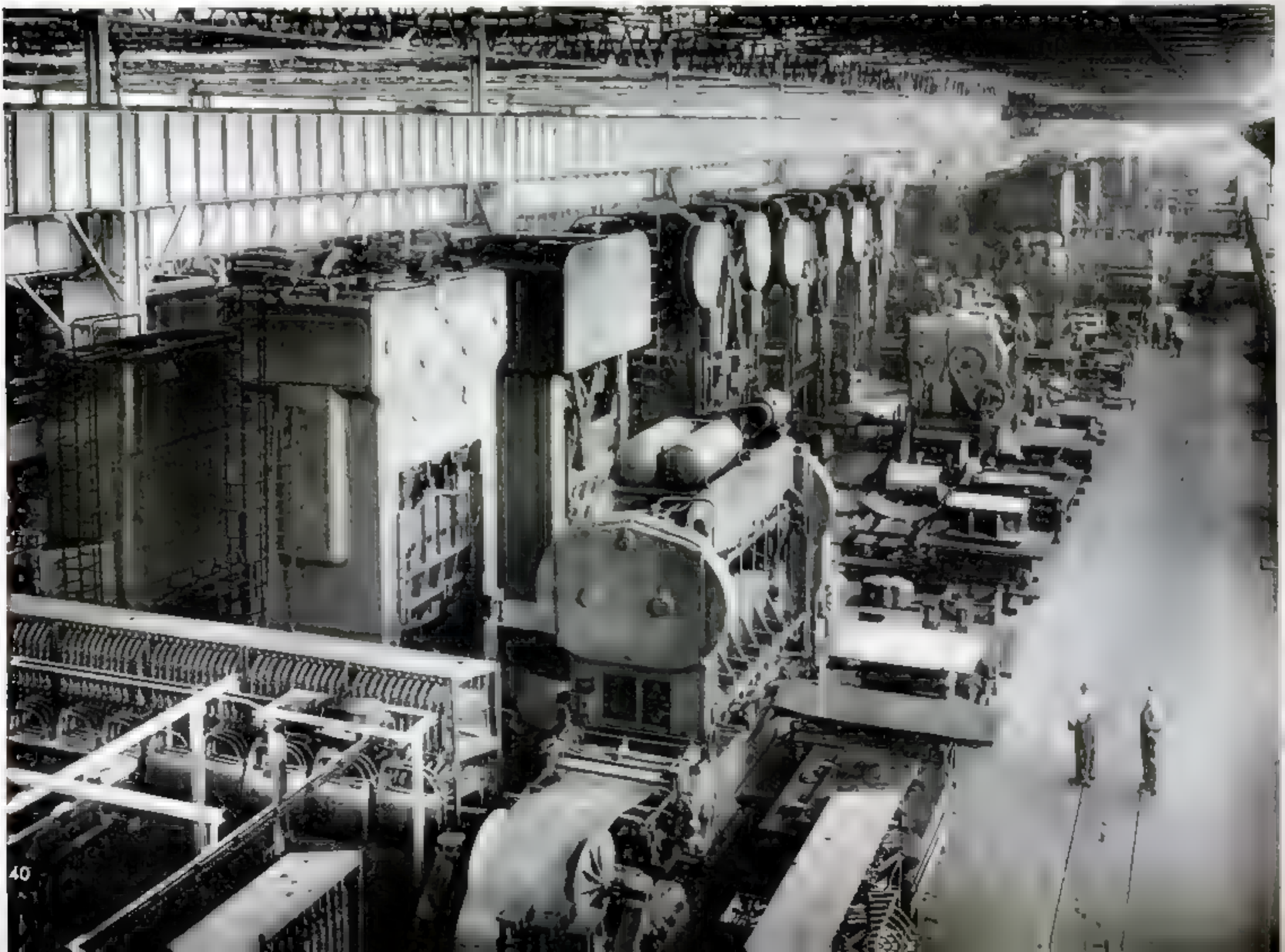


## RIVER ROUGE (continued)



In the design department where few outsiders are admitted, Fords of the future are worked out. The sculptor in foreground carves quarter-sized clay model. Beyond him is frame for full-sized clay model, while other mockups are in background. Dummy at right is 1/8 scale of average proportions, used to determine car clearances.

In the press shop the Fords of today are fashioned by overpowering machinery. Strip steel is fed into shape for fenders, car tops, doors. The presses shown here weigh up to 150 tons each. In foreground strip steel is being fed out—ready to go to a press. On the rack at left stand stamped-out door frames ready for assembly.







Heart of River Rouge is marked by the eight silver chimneys of the power plant, whose furnaces every hour shoot 470,000 electric horsepower into the mills, foundries, machine shops and assembly lines. Train freighters in the river bring in ore from Duluth; canal boats carry parts and motors to the far-flung assembly plants.

Overhead conveyors at the raw-materials end of the plant carry their freight from river to plant. Here in the coking plant (right), a glowing carload of baked coke has just blown 2,200 gal. of water up the quenching tower in a cloud of white steam. By-products of the ovens are coke-oven gas, fertilizer, coal tar.





# BLAST FURNACES START TRANSFORMATION



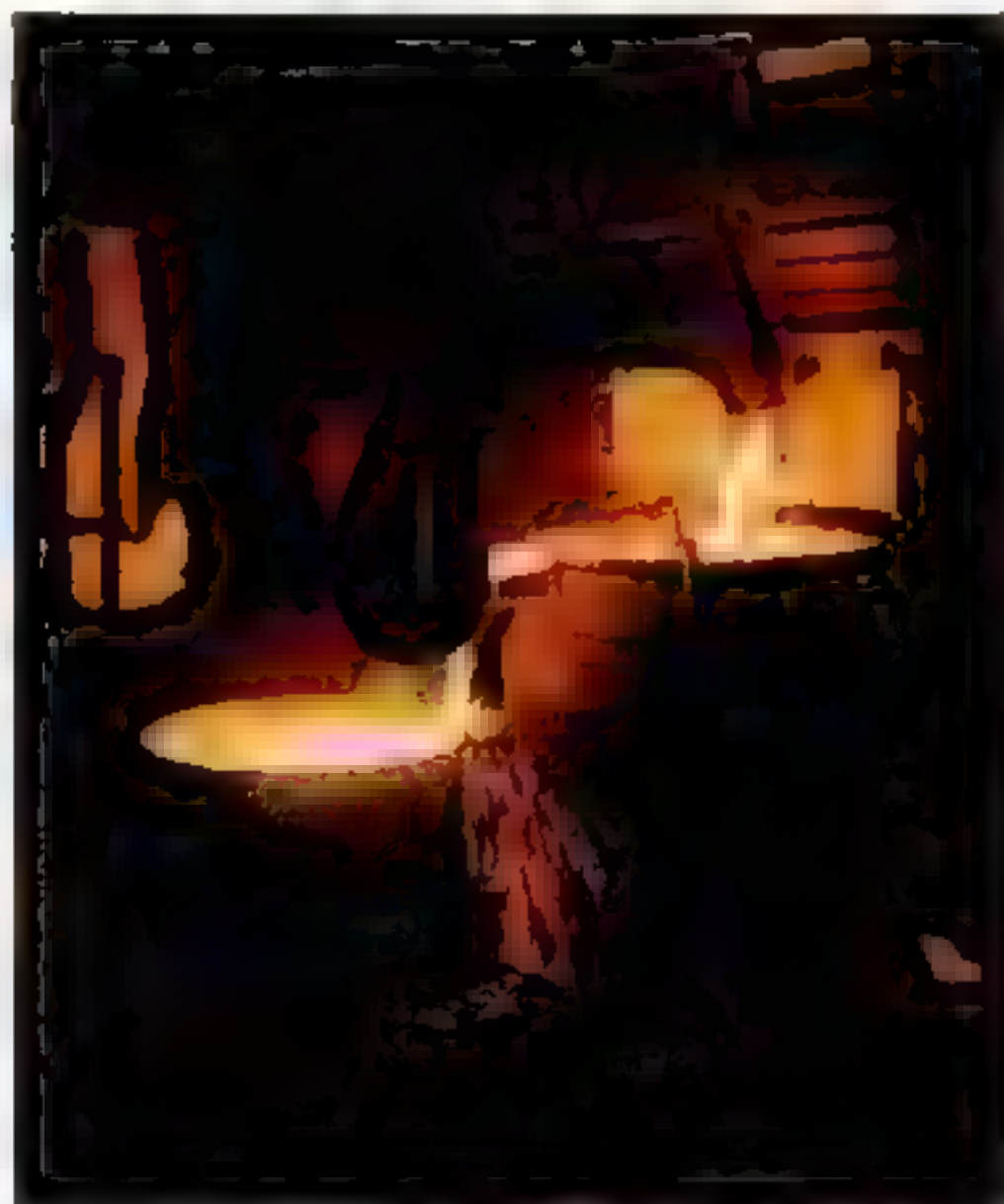
This huge blast furnace, one of two, digests up to 700 tons of ore at once, four times a day, yields a ready stream of liquid iron.

Charged by continued ore-car conveyor, this furnace has roared at 3,000 F. for six years without cooling. From the guided

trench at left, the iron runs into gates that carry it directly to the iron foundry and to the steel plant.



Open-hearth furnace, which has converted the iron into steel, tilts in a volcanic glow to spill its full charge into a 200-ton ladle.



The slag buggy (left) catches the stream of molten rock which, since it is lighter than steel, runs off the surface of the ladle.



The 200-ton ladle, 4 in. of steel with foot-thick lining of fire-brick, is swung on gant tracks across rail to



# OF IRON ORE INTO FINISHED FORD CARS



Slag runs off in trench at right, is tapped six times a day from the rear of the furnace to make ferro-silicon.



Compressed air gun, here attended by a modern, asbestos-suited Valco, plugs the furnace wall with 9 in. of clay after casting

is completed. The casting is swabbed by an oxygen torch, which melts a tunnel through the brick haas, steering it off the furnace.



drain its cargo into a hot pouring dish. From dish the molten steel is tapped into the  $2\frac{1}{2}$ -ton ingot molds.



Ten-ton ingot molds are filled directly from the big ladle. Gases, flaring from the cooling steel, carry up a galaxy of flying sparks.



White-hot steel ingot (right), riding into blooming mill, passes bloomed ingot on way out. Ingot is made into bar and tool stock.



# MANY SIDELINES MAKE FORD CARS

The River Rouge boast that it makes some of nearly everything that goes into a Ford becomes every day more literally true. Established enterprises are the coking ovens, blast furnaces and rolling mills, the glass factory and the tire plant. More recently the Rouge has begun to tool its machines from its own tool and die shop and to produce 100% of its own car bodies. In its urge for self-sufficiency the Rouge has set up on its own grounds a variety of sideline enterprises not to be found elsewhere within miles of an automobile plant.

To supply paint for car bodies, a soybean plant extracts 1,000 gal. of oil a day and prepares the residue for manufacture into plastics. An incinerator disposes of Dearborn's garbage and in the process supplies the plant with soap, greases, oils, acids and alcohol. Dearborn's waste paper goes into the Rouge's own paper mill, emerges as cardboard for upholstery backing and wrappings for parts and motors, which in turn are created in wood from the Rouge's own box factory. By products of the coking ovens put the Rouge successfully into the chemical, fertilizer and gasoline business for a profit of \$20,000,000 a year.



**Infra red ray oven** puts a nicker-shicker finish on car bodies by heating body metal, driving paint from the surface.

The bodies next go to the line for up to 12 coats of paint, then to final assembly line to be finished cars.



**Car-window glass** at 2,200° F. comes from the furnace behind this roller. Flattened to a soft, cherry-red sheet, it rolls out 10 ft. in annealing ovens, where it cools before hardening.



**Glass grinding wheels** rough down the opaque surface of crude glass with some 200 water. Glass sheets, cut in 13-ft. lengths, emerge from this process frosted and not yet transparent.



**Polishing line** spins rough and water on the frosted glass, gives it a clear and transparent finish. Grinding and polishing thins the sheets from 3/16 to 3/8 of an inch in thickness.



**Glass inspection** over the blue-green fluorescent light shows up the bubbles, cracks and scratches. Glass sheets, cut to window sizes are laminated with panes of glass.





The fading of fabrics is tested in this "fadometer." Carbon arc lights simulating sunlight shine on samples of fabrics.

A hundred hours in the fadometer equals half a year in Florida sunshine. Fabrics unfaded after 100 hours are O. K.

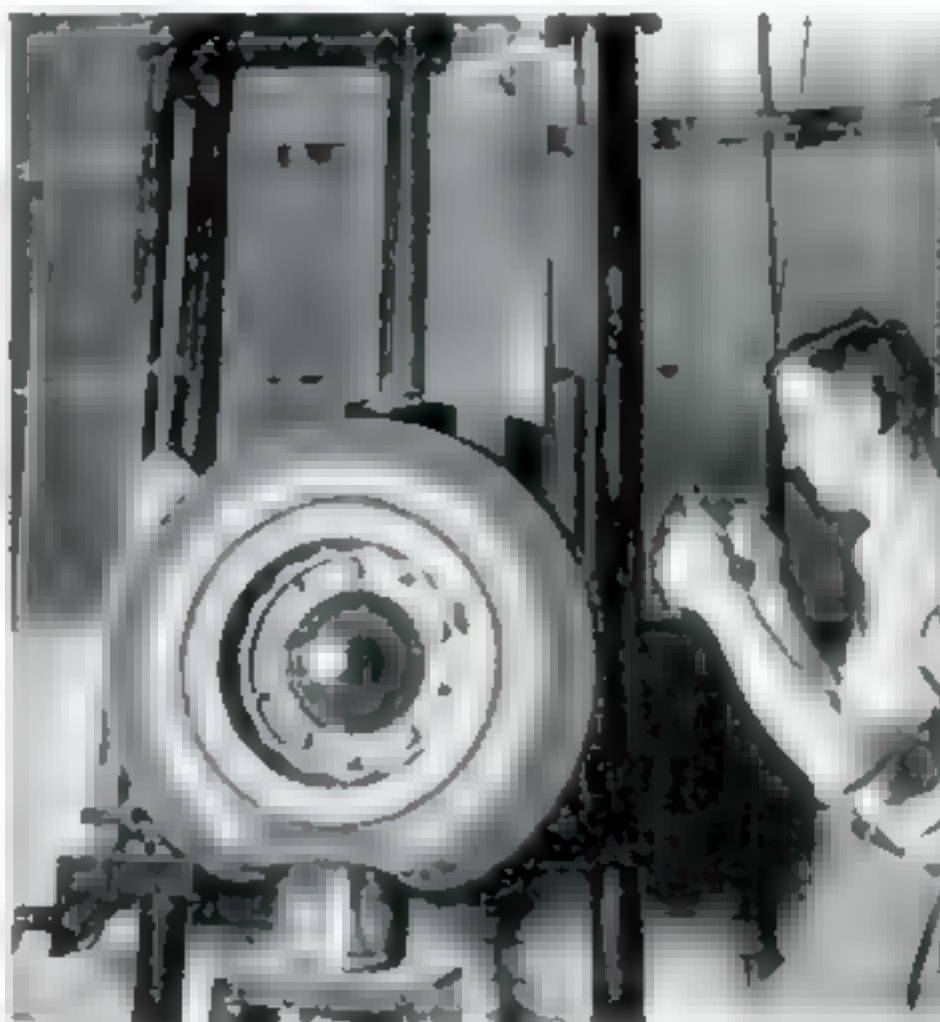
## MANY TESTS ARE FORD SAFEGUARD

The first and most overpowering impact at the Rouge comes from the sheer size of the place and the things in it—the 17-acre foundry which can produce 1,000,000 castings a day, the mechanical shovels which can grab 13 tons of ore in a single fistful, the automobile roads right inside the factories, the conveyor lines which have a total length of 125 miles. But the impact of the Rouge is just as great when the examination narrows down to the testing laboratories. Everywhere else the Rouge is obsessed with turning out great quantities at great speed. But the labs are fussy. They mull over individual parts to make sure that each of the countless items made or used at the Rouge is in itself accurate and trustworthy.

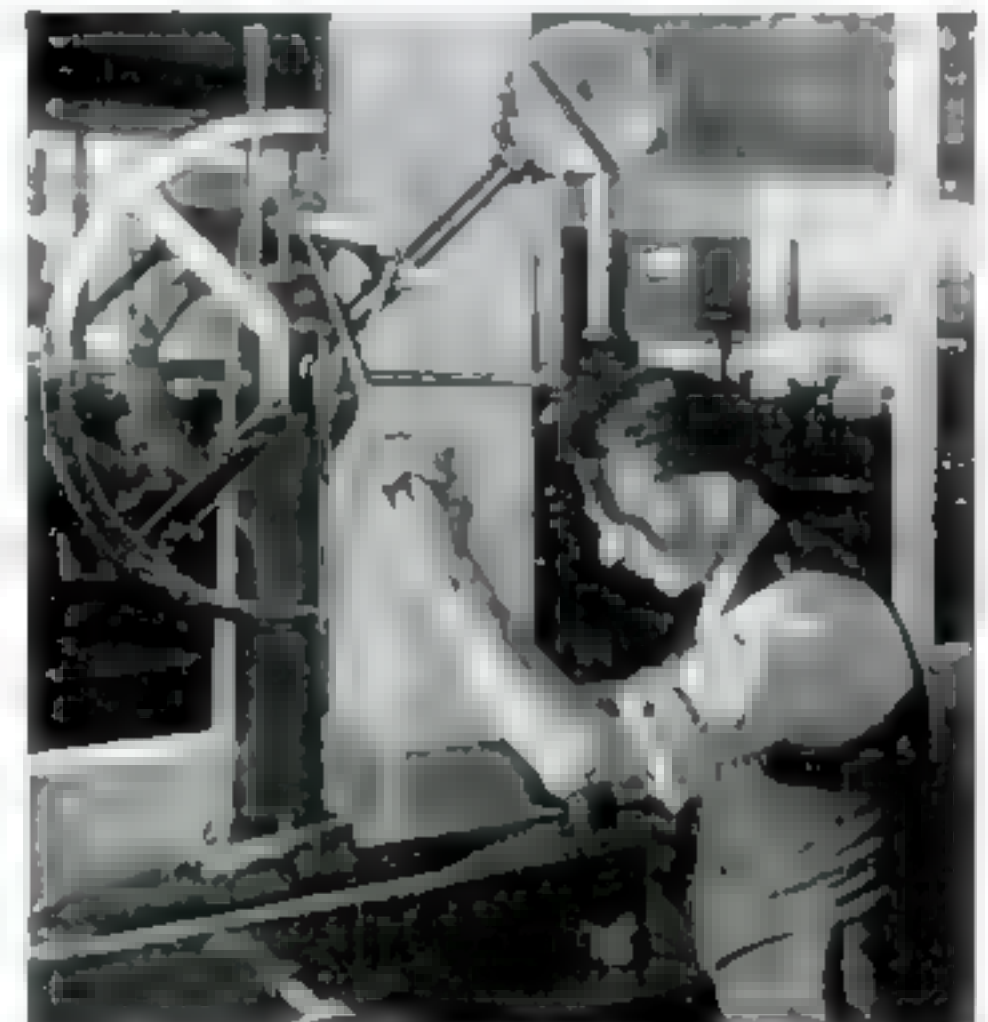
Some of the ingenious testing machines are shown here. They test wool, iron, steel, rubber, leather, cotton. The tests safeguard strength, durability, precision. Precision is at the root of all Rouge production. The plant has a special squad of gauge inspectors who make daily tours, checking production gauges against Johansson blocks. These blocks, accepted world standard of production accuracy, are correct to the millionth of an inch. River Rouge, which makes so much else, also makes its own Johansson blocks.



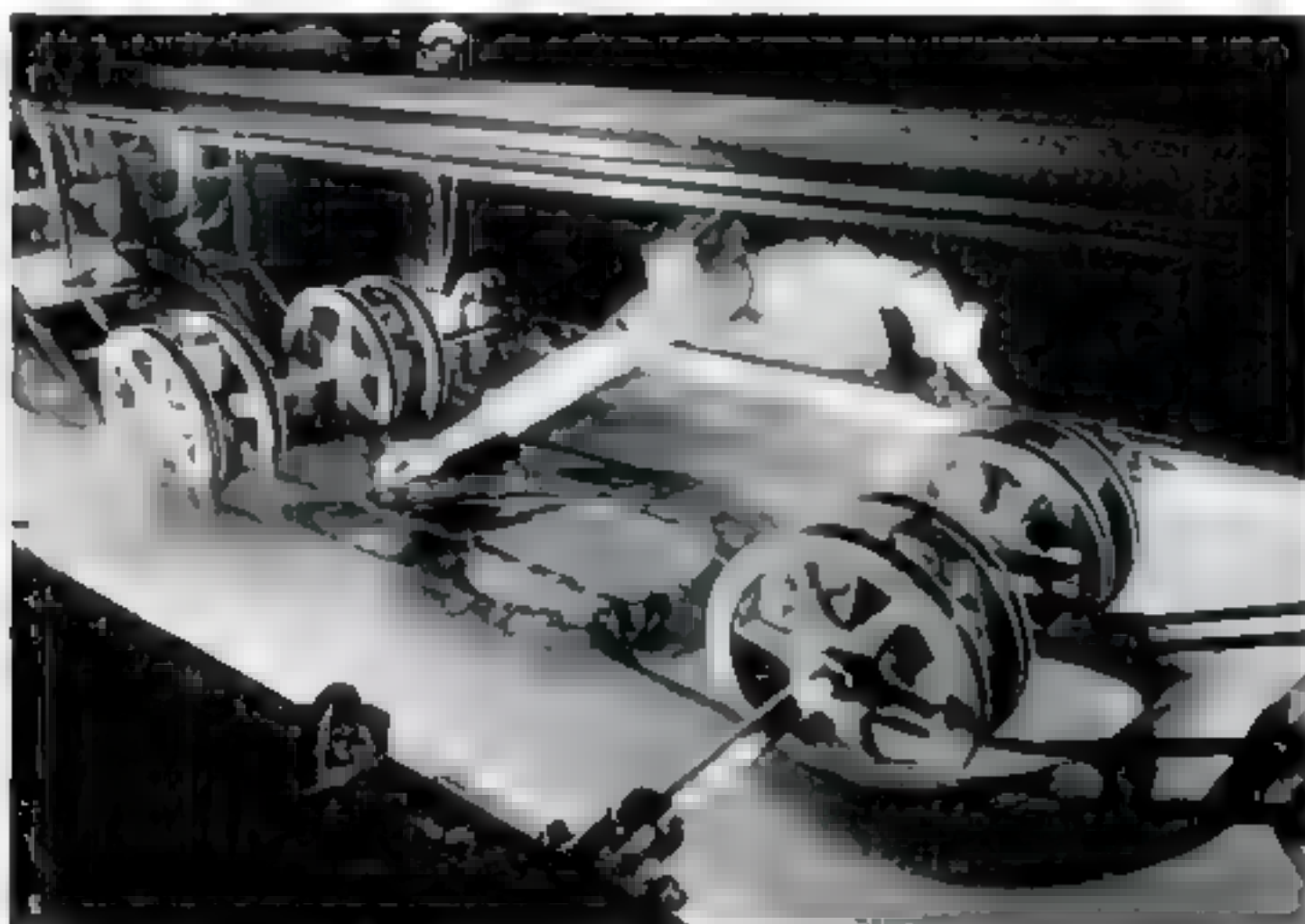
Strength of upholstery is judged by machine which strokes material—24 hours of stroking equaling five years of wear.



Toughness of tires is gauged in bruise-&-breaking test. Inflated tire drops on metal wedge, duplicating rough road use.



Brittleness of metals is determined by impact machine which swings heavy hammer on metal. Scale shows breaking point.



Holes in tire tubes are discovered by running inflated tubes along an underwater conveyor line. If air bubbles come up, the tube is bad. Bubbles above indicate a puncture.



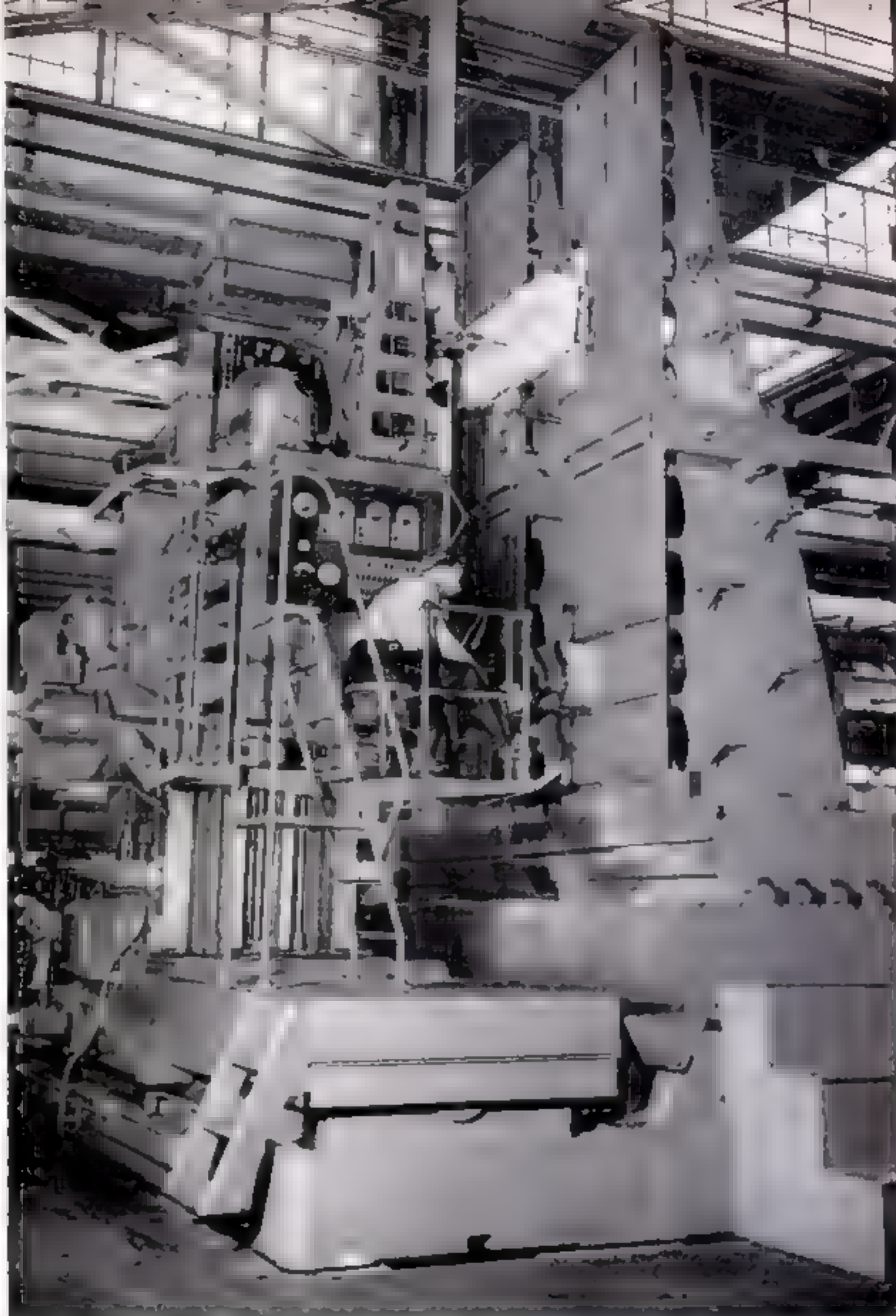
Faults in metal are found out by X-ray machine which penetrates 4 in. of steel to photograph its structure. Dark spot on the crankshaft at right shows flaw. Shaft at left is perfect.



## RIVER ROUGE (continued)



**Tool-and-die shop** buzzes with the revolutions of hundreds of motors, turning out the devices that make mass production simple. It is an extraordinarily compact plant.



**The engraving machine** is a big but sensitive die-making apparatus. As feeder rod moves over model cast (top, right), a synchronized drill (on inside main shaft) cuts exact duplicate of mold into metal casting.



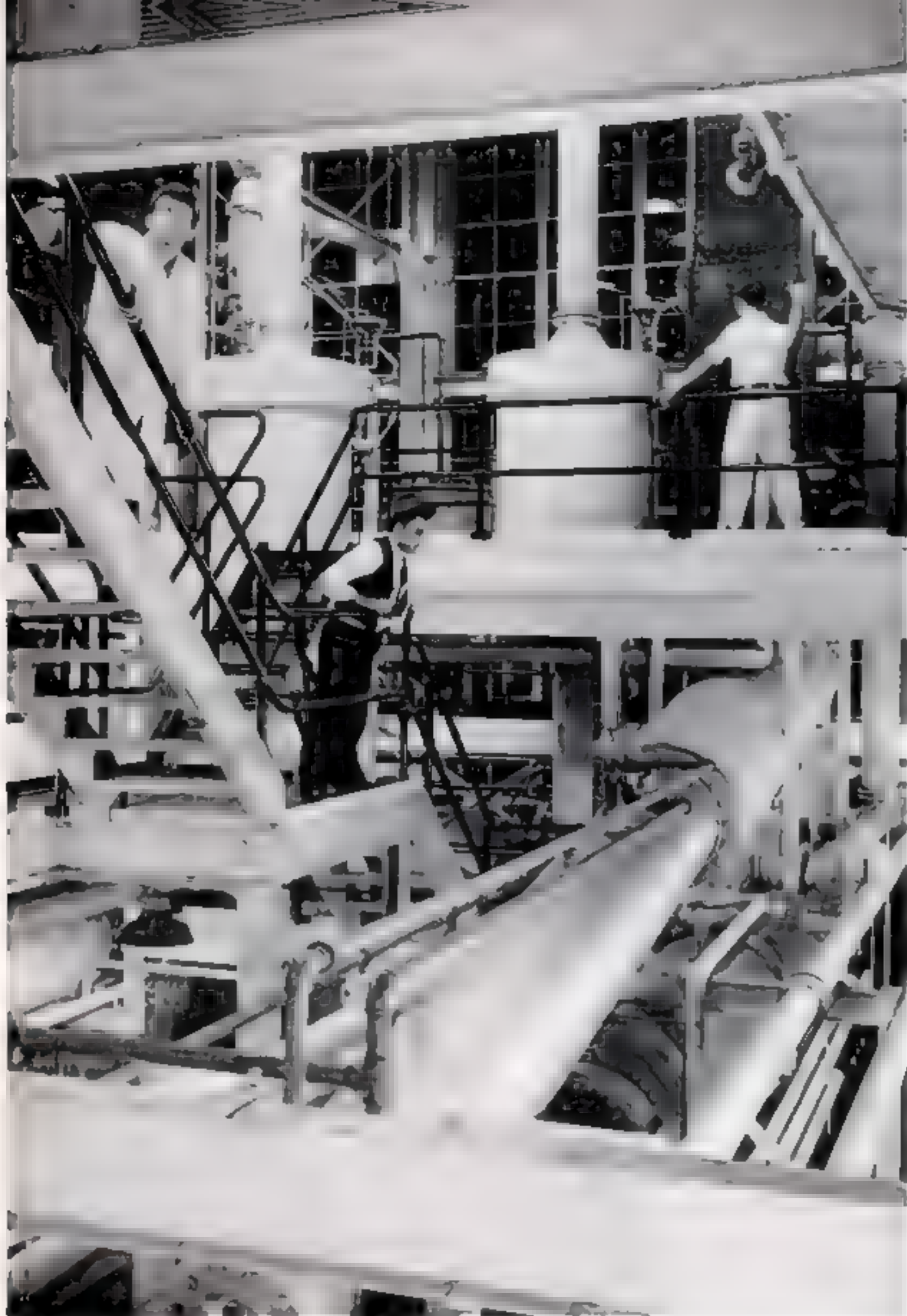
**Near the end of the assembly line** tires are mounted on wheels and sent along conveyors to the car assembly line. In a few min-

utes these will be rolling along on finished autos. The Rouge plant makes sufficient tires to supply 60% of Ford's cars.

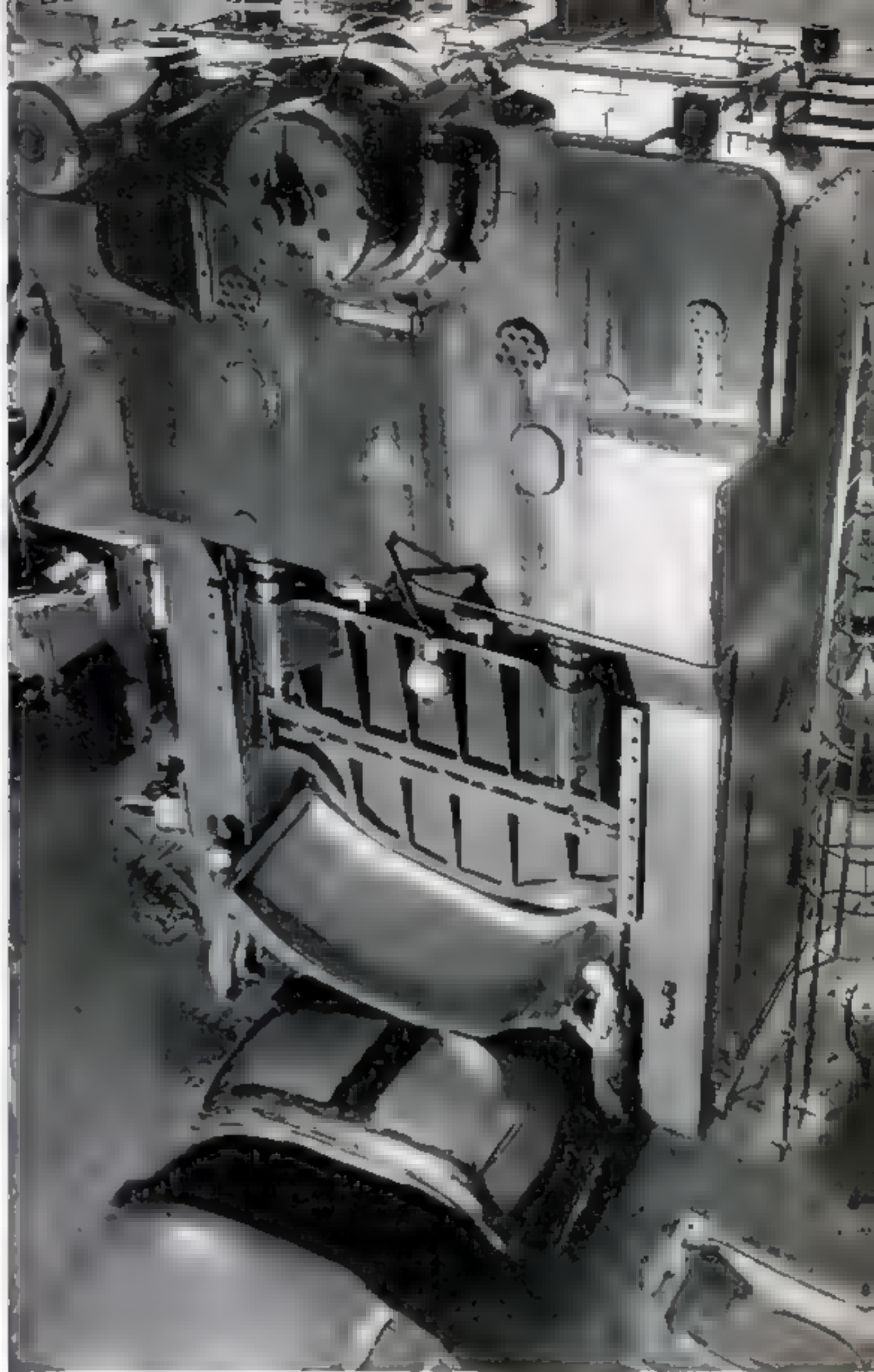


**The glass worker's garb** looks medieval. Actually it is leather-studded with steel to protect him against breaking glass.





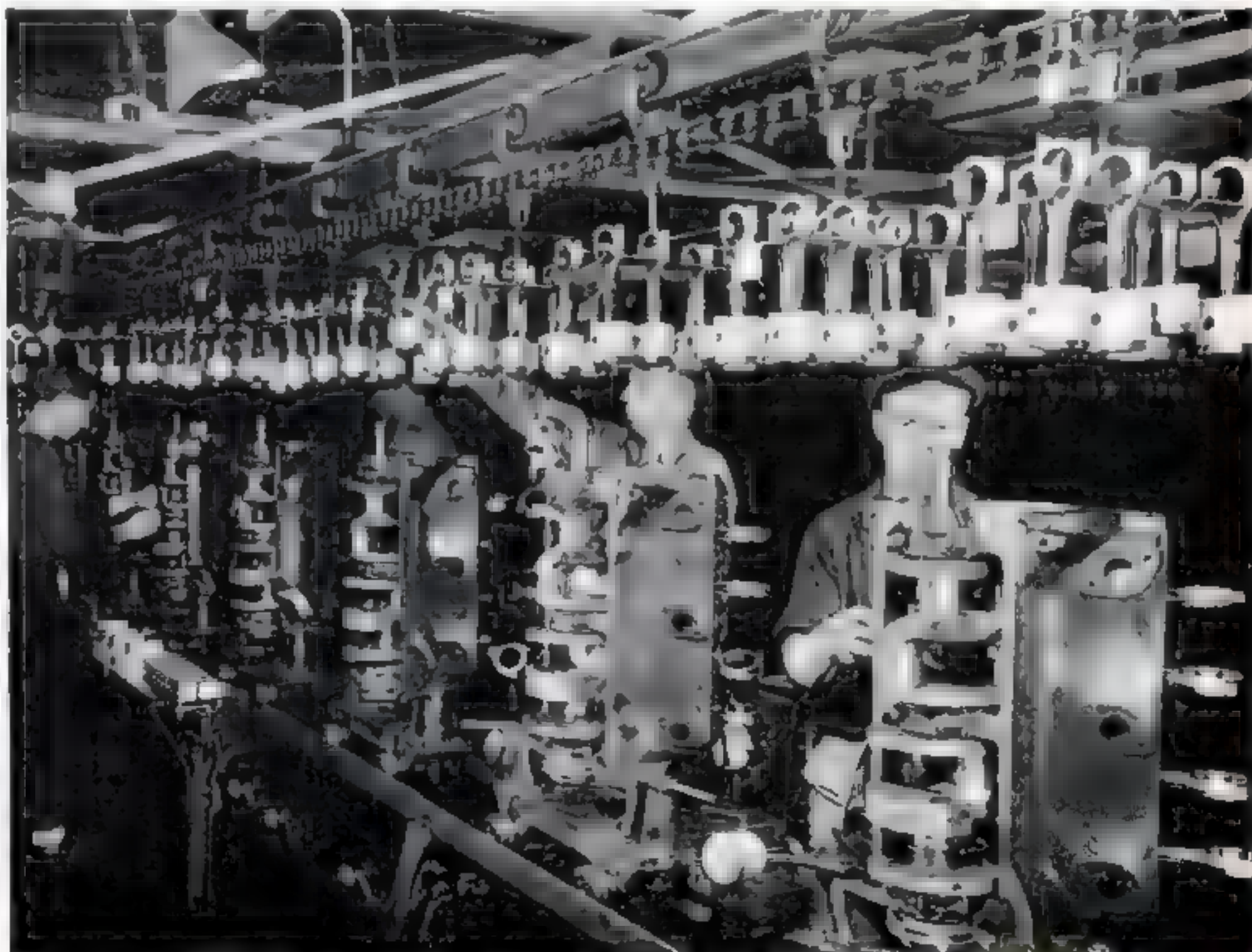
**The soybean plant** is a crisscross of white pipes through which pass the oils that are extracted from the hulled beans. There are more than 7,000 kinds of soybeans but Ford uses only one kind, the Mandar



**The biggest press in River Rouge** is this 400-ton crusher which stamps out 300 heavy tops at a time. Foundations for this motor go 100 ft. down to Michigan bedrock



**Steel worker's asbestos suit** shields him from furnace blaze while he throws sand on a 200-ton ball of molten steel



**On the engine assembly line** pistons swing along overhead conveyors while partially assembled engines move along end-

less belts. The workers reach up, grab pistons, put them into the engines and nothing stops moving while they are doing it.



# SHAKE HANDS

with your favorite radio star



No matter who your favorite may be — Jack Benny, Kay Kyser, Charlie McCarthy, or any one of the top-flight stars of today — you'll be closer to the real performance with the real-life tone of a new 1941 Sparton. "Radio's Richest Voice." Hear this amazing development today!



**An exciting event in radio that brings Real-Life entertainment direct to your home**



You'll think you're in a box seat behind home plate when you hear baseball broadcasts on your new Sparton Radio. All the thrills of big league listening are yours with these amazing radios of tomorrow. And the 1941 line of Sparton Radios includes combination record-player, record-maker sets in table models and beautiful consoles.

Go to your Sparton dealer . . . factory appointments provide for one, only, exclusive dealer in each community! See and hear these models that are causing a sensation in the radio world. And then believe if you can such high value at such low prices!

Famous Sparton, "Radio's Richest Voice," at prices that are unbelievable! Model shown at left is the Sparton 1071 P.A. Radio-Phonograph Combination. Ten tube, American and foreign short wave. Automatic record

changer plays and changes 14 records. In Sparton you get all this, dressed in a beautifully matched walnut cabinet — and the price is only \$99.95! See it at your Sparton dealer today! \*Sparton values exclude trade-in.

# SPARTON

"RADIO'S RICHEST VOICE"

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICH.

MANUFACTURERS OF RADIOS AND AUTOMOBILE HORNS

PARTIAL LIST OF EXCLUSIVE DEALERS IN CITIES OVER 100,000

AKRON, OHIO  
The C. H. Yeager Company  
ALLENSTOWN, PA.  
Hess Brothers  
BALTIMORE, MARYLAND  
Hecht Brothers  
BIRMINGHAM, ALA.  
Louis Pritz Dry Goods Company  
BUFFALO, NEW YORK  
E. W. Edwards & Son  
BOSTON, MASSACHUSETTS  
R. H. White Company  
CLEVELAND, OHIO  
Higbee Company  
COLUMBUS, OHIO  
F. & R. Lazarus Company  
CHATTANOOGA, TENN.  
Rhodes Jones Company  
CINCINNATI, OHIO  
The Fair Store & The McAlpin Company  
DAYTON, OHIO  
The Rike-Kumler Company  
DENVER, COLORADO  
Lemoine Music Company  
DETROIT, MICHIGAN  
The J. L. Hudson Company  
ERIE, PENNSYLVANIA  
Reliable Home Furnishing Company

FALL RIVER, MASS.  
Bailey & Grant, Inc.  
FLINT, MICHIGAN  
Flint Furniture Mart  
FORT WAYNE, INDIANA  
Schlauer Hardware Co.  
FORT WORTH, TEXAS  
Leonard Bros. Company  
KANSAS CITY, MISSOURI  
Jones Store Company  
KNOXVILLE, TENN.  
S. H. George & Sons  
LOS ANGELES, CALIFORNIA  
Eastern Columbia, Inc.  
LOUISVILLE, KENTUCKY  
J. Bacon & Sons  
LYNN, MASSACHUSETTS  
P. B. Magrath Store  
MEMPHIS, TENNESSEE  
B. Lowenstein & Bros., Inc.  
NASHVILLE, TENNESSEE  
Castner-Knoor Dry Goods Company  
NEW ORLEANS, LA.  
A. C. Denny  
NEW YORK, NEW YORK  
Vim Stores  
PITTSBURGH, PA.  
Kaufmann's

PORTLAND, OREGON  
Meier & Frank Company  
ROCHESTER, NEW YORK  
E. W. Edwards & Son  
SAN DIEGO, CALIFORNIA  
Thearle Music Company  
SAN FRANCISCO, CALIF.  
Union Furniture Company  
SCRANTON, PENN.  
Cleland Simpson Co.  
SEATTLE, WASHINGTON  
MacDougal & Southwick Company  
SPOKANE, WASHINGTON  
Spokane Dry Goods Company  
SPRINGFIELD, MASS.  
Carlisle Hardware Company  
SYRACUSE, NEW YORK  
E. W. Edwards & Son  
TACOMA, WASHINGTON  
The Peoples Store  
TOLEDO, OHIO  
The Lion Dry Goods Company  
WICHITA, KANSAS  
Crook Furniture Company  
WORCESTER, MASS.  
C. T. Sherer Company, Inc.

## RIVER ROUGE (continued)



JUST BEFORE LUNCH, LONG STRINGS OF FOOD CARTS ROLL INTO PLANTS



MEN LINE UP TO BUY HOT OR COLD FOOD. THEY GET 35 MIN. FOR LUNCH

## ROUGE HOUSEKEEPING

At peak production time, 85,000 men work at River Rouge. Keeping house for this outsize family is a task that employs more men than the average U. S. factory has on its entire payroll. There are 5,000 men on the maintenance staff, most of them concerned with tidying up. The floors of the factories are actually clean enough to eat off, although nobody ever does. The men eat lunch in some cranny near the spot they work. Few leave the plant for lunch because the nearest entrance is usually too far away.



EVERYWHERE YOU GO AT ROUGE THERE IS A MAN SWEEPING OR SCRUBBING





*When Beauty and Chivalry met  
at the Old Maxwell House.*

"What wonderful stories my grandmother used  
to tell about the color in cotillions held at the  
famous old Maxwell House! And when  
supper was served, what praises there were  
for the marvelously delicious coffee!"

*1895 Mrs. L. M. Gibbs Porter, Jr.*

*lovely social leader of Birmingham,  
Alabama*

*Now—A NEW MAXWELL HOUSE—RICHER,  
MORE TEMPTINGLY DELICIOUS THAN EVER BEFORE!*



**ALICE:** "Ah! I see I'm just in time for a cup of your  
marvelous coffee, Sue!"

**TIM:** "And 'marvelous' is right! I don't know how  
she does it, but Sue's coffee is *always* delicious!"

**SUE:** "Why, it's easy! You see . . .



**SUE:** ". . . This is the new Maxwell House, Alice . . .  
and it's *always* uniformly good—the Maxwell House  
people make a point of that. You know, our family  
has enjoyed Maxwell House Coffee for generations—  
and today, it's better than ever!"



**YES, THERE IS** extra richness and flavor in this glorious  
new Maxwell House! For Maxwell House has been  
improved *two ways*: *First*, the famous Maxwell House  
blend has been enriched with choice, extra-flavored  
coffees from Central and South America . . .



**AND TO** bring out *all* the mellow goodness of this  
choice blend, each bean is roasted uniformly, all the  
way through, by the special Radiant Roast method.

Maxwell House Coffee comes to you  
roaster-fresh, its rich goodness sealed in  
the super-vacuum, Vita-Fresh can. No air  
can get in—so no flavor can get out!  
There are two grinds, Drip and Regular.  
Get the new Maxwell House—today!

*Now—more than ever*  
**GOOD TO THE LAST DROP**



*A product of  
General Foods*

*Returning to the air Thursday evening September 5th! "Good News of 1941" with Funny "Baby Snooks" Brice,  
Dick Powell, Mary Martin, Meredith Willson's Orchestra. N.B.C. Red Network.*



## NATURE'S PROTECTIVE BLENDING PROTECTS THE POLAR BEAR



CLARK: What's wrong with this picture?

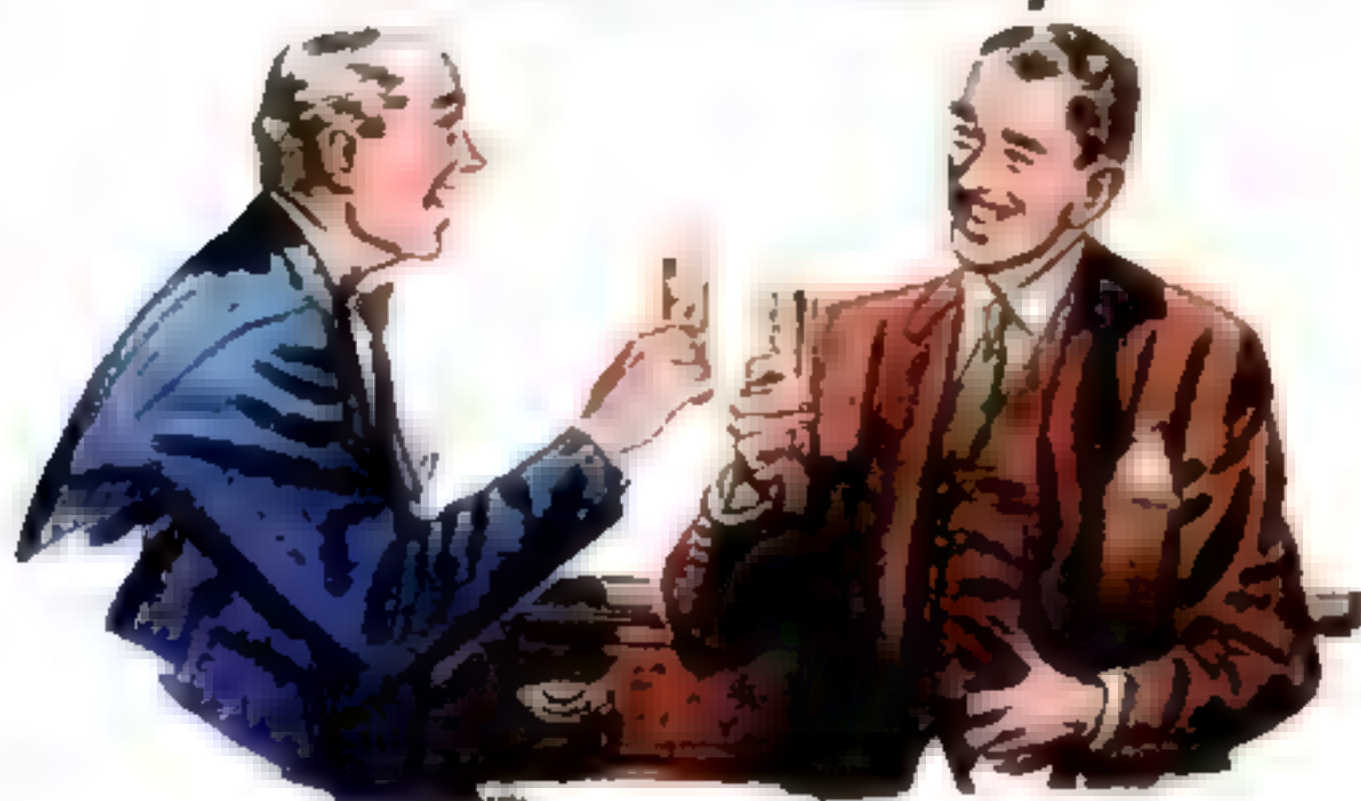
MARK: The dark background. Mother bear is too wise to expose her fleecy white cubs like that.



CLARK: Right! She's careful to keep them against a light background of snow or ice.

MARK: Makes them hard to see. Shields them from the hunter.

## CALVERT'S PROTECTIVE BLENDING protects the flavor and good taste of Calvert Whiskey



CLARK: Here's another fine example of Protective Blending. This exclusive Calvert method certainly does something for this mellow whiskey.

MARK: Sure adds a lot of enjoyment to this whiskey collins. Do you blame me for recommending it to my friends?



### BUY BETTER WHISKEY—BUY CALVERT

"RESERVE": Millions gladly pay a little more for this richer premium blend.

"SPECIAL": Favorite of millions who prefer a lighter whiskey. Costs a little less.

CLEAR HEADS (CLEAR-HEADED BUYERS)

# CALL FOR Calvert

BLENDED WHISKEY Calvert "Reserve": 90 Proof—65% Grain Neutral Spirits. . . Calvert "Special": 90 Proof—72½% Grain Neutral Spirits. Copyright 1940, Calvert Distillers Corp., New York City.





CLASS AT KIRKSVILLE COLLEGE OF OSTEOPATHY AND SURGERY WATCHES SACRO-ILIAC TREATMENT. LIGHTS TRACE PATH OF FOOT AND KNEE DURING MANIPULATION

## OSTEOPATHY'S "CURE-BY-MANIPULATION" IS ATTACKED BY REGULAR PHYSICIANS

**O**steopathy considers bipedal man and his ailments as primarily a problem of structure. According to osteopathic theory, structural maladjustments, particularly in the region of the spine, are the major factors in disease. For the osteopath, therefore, the most logical therapy is the readjustment of affected parts by manipulation. To orthodox medicine osteopathic theory is heresy. Alarmed at recent legislation broadening the privileges of osteopaths, the American Medical Association has intensified its opposition to "osteopaths . . . and other cult practitioners." The A. M. A. bars osteopaths from membership and from practice in its approved hospitals, is now taking steps to tighten the membership requirements of its State affiliates.

In 33 States qualified doctors of osteopathy are permitted to practice on equal or almost equal footing with doctors of medicine. Osteopaths can and do deliver babies, perform surgery, prescribe drugs and take full charge of patients. The 10,000 osteopathic physicians through the American Osteopathic Association list six approved colleges for the training of future osteopaths in a four-year course in manipulation, surgery and general medicine. Manipulation and its theory is here demonstrated at the Kirksville College of Osteopathy and Surgery, Kirksville, Mo., founded by Andrew Taylor Still, who was also the founder of osteopathy.

Osteopaths believe that manipulation can contribute to and effect the cure of almost all ailments, from heart trouble to the common cold, from allergies to psychoses. By these broad claims orthodox practitioners are outraged, although some will prescribe osteopathic therapy for specific cases. Doctors of medicine are even more outraged by the theory of osteopathy, because they feel it presumes to simplify the infinitely varied problems of disease in its broad statement of a single major cause.



**Human architecture** is basic to osteopathy. Their two-year pre-osteopathic and four-year college course sets osteopaths apart from chiropractors with whom they are often confused.





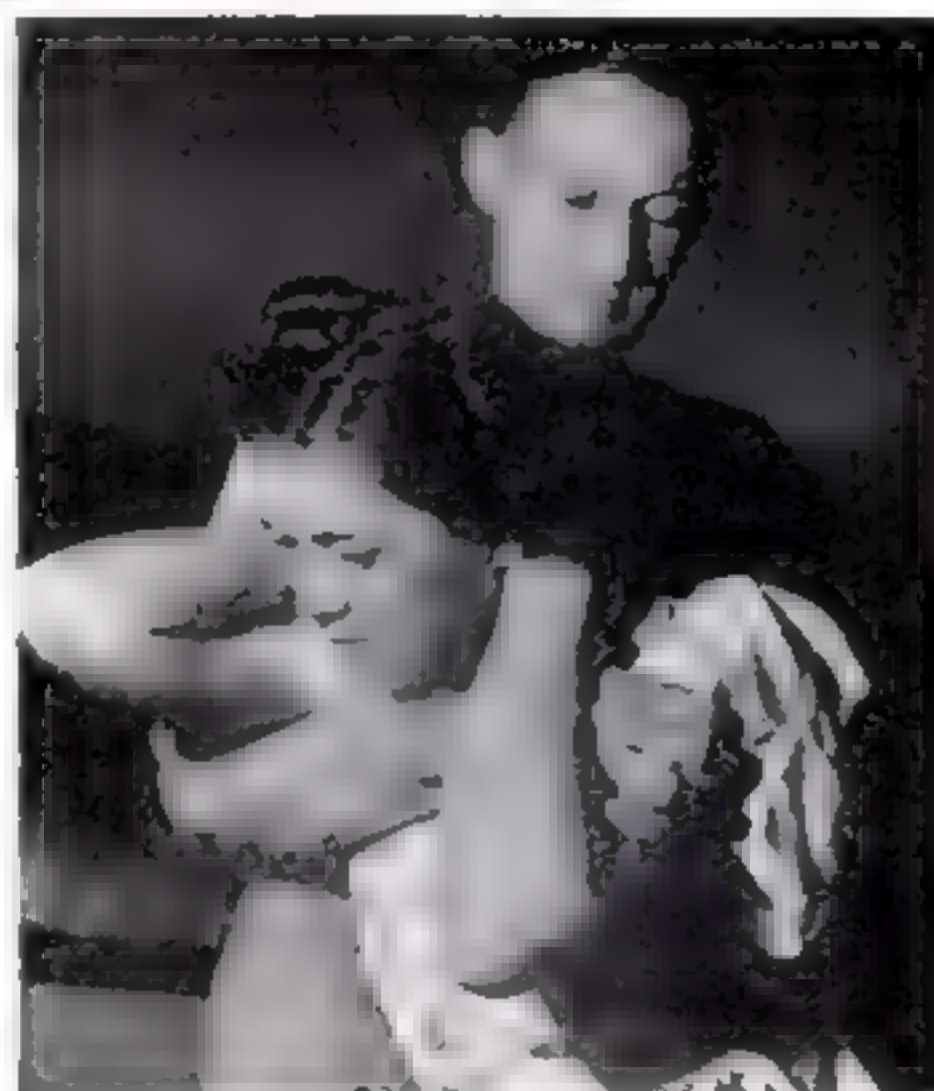
**Anatomy class** at Kirksville investigates structure of the thoracic cage. Osteopathic theory states that maladjustment of the joints, vertebrae and ribs opens way to lung and heart disease.



**Appendectomy** is performed in Laughlin Hospital at Kirksville College of Osteopathy and Surgery. Osteopaths, barred from A. M. A.-approved hospitals, conduct 100 of their own.



**Wry-neck treatment** is demonstrated at Kirksville. England's Queen Elizabeth recently had treatment for this ailment.



**Upper-back manipulation**, here demonstrated, is designed to loosen vertebrae and ribs in dementia praecox treatment.



**Glass arm**, common torture for baseball pitchers, is treated by Dr. Maxwell D. Warner, Kirksville's dean.





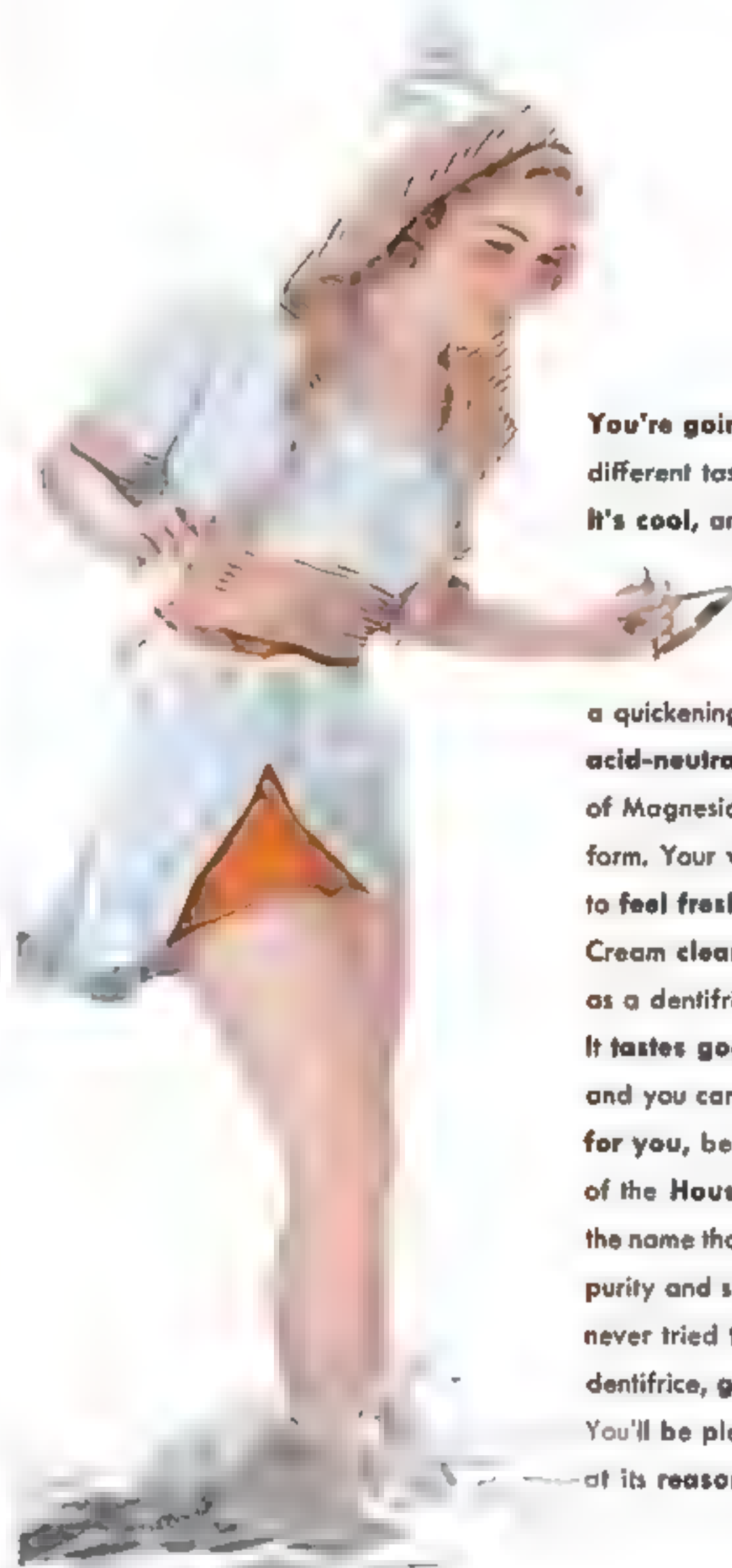
Cerebrospinal nervous system is affected, osteopathic theory states, by maladjustment of vertebra joints. The common cause of displacement is unequal length of legs.



Asthma, according to osteopathic physicians, can be treated by manipulation of ribs and chest muscles, which when maladjusted disturb bronchial passages.

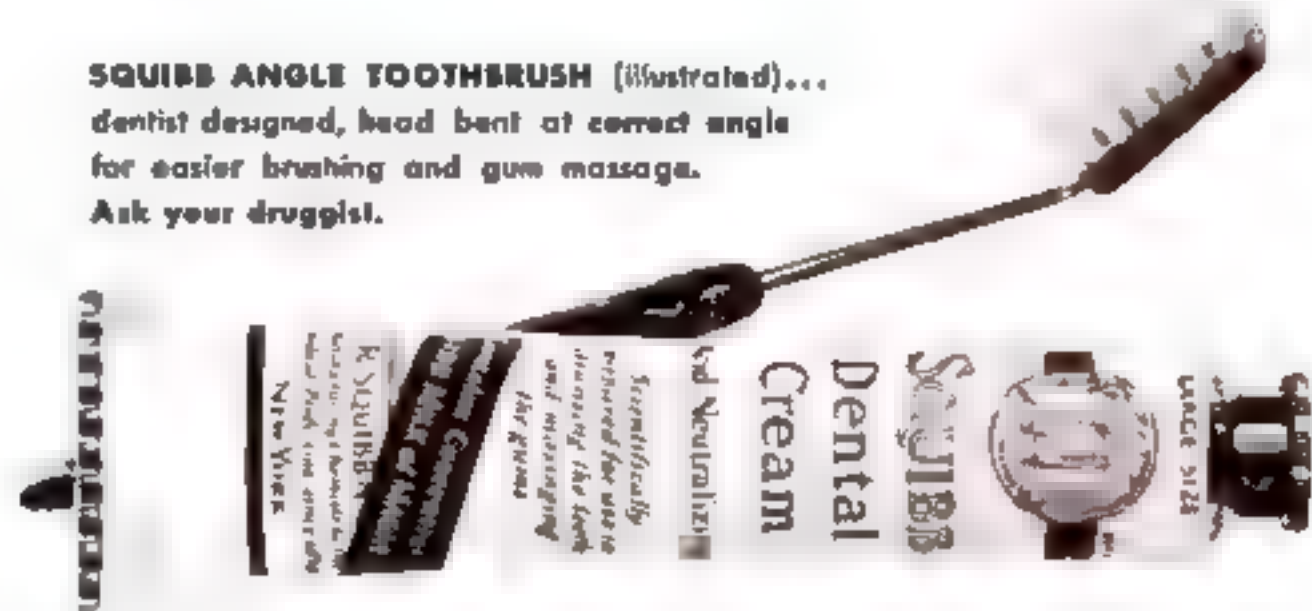
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## There's a Tangy Freshness to it . . .



You're going to like this different tasting dentifrice. It's cool, and quickly refreshing as the shock of salt-spray on your skin. It has a quickening taste and contains acid-neutralizing Squibb Milk of Magnesia in concentrated form. Your whole mouth seems to feel fresher! Squibb Dental Cream cleans as thoroughly as a dentifrice safely can. It tastes good, feels good, and you can be sure it's good for you, because it's a product of the House of Squibb, the name that everywhere means purity and safety. If you've never tried this effective dentifrice, get some today! You'll be pleasantly surprised at its reasonable cost!

**SQUIBB ANGLE TOOTHBRUSH** (illustrated)... dentist designed, head bent at correct angle for easier brushing and gum massage. Ask your druggist.



Contains Concentrated Squibb Milk of Magnesia

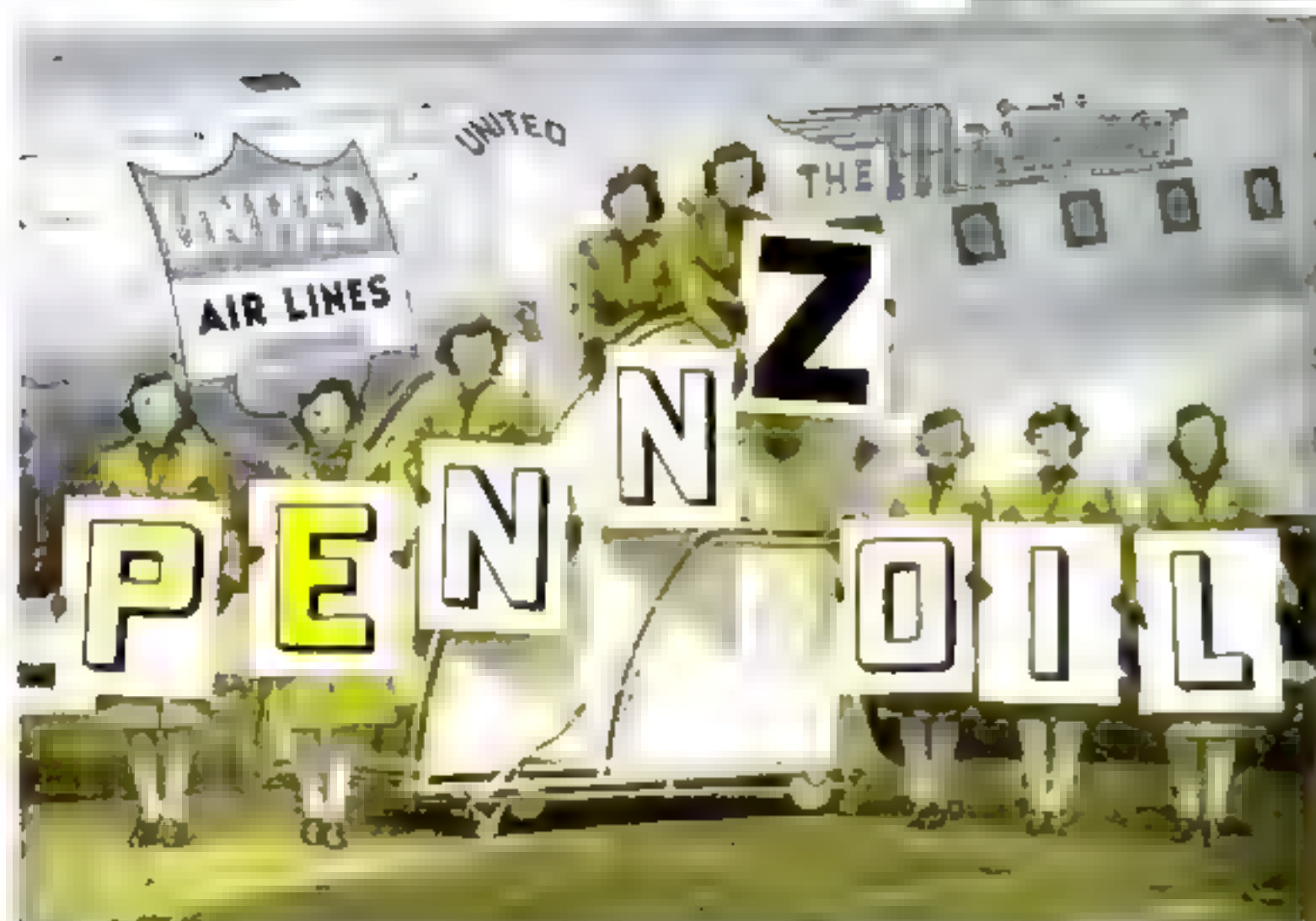
## SQUIBB Dental Cream

\* Taste and feel the refreshing difference!

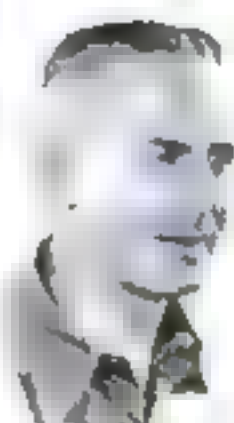




## NOW YOU CAN PUT WINGS ON YOUR ENGINE, TOO!



**Just follow the lead of United Mainliners—  
Sound your "Z" for this oil . . . and Zoom!**



Auto Mechanic

How do you air line fellows protect your engines from high-speed varnish and sludge?

Boy, that's easy! We use regular PennZoil. It helped us lengthen engine life from 4000 to 6000 hours. And it's the real PennZoil your customers can buy anywhere!



United Air Lines Mechanic

**LET UNITED'S AWARD-WINNING SHOPS BE YOUR ENGINE LABORATORY**



United's maintenance shops in Cheyenne hold Aviation's award for efficiency. Using PennZoil, United has lengthened both the time between overhauls and the life of its engines.

Look at the chart below. It tells why your car needs sludge-resisting PennZoil . . . why you should sound your "Z" every time you ask for oil!

September will mark the 20th anniversary of the establishment of the Main Line airway by the U. S. Post Office Department. United has flown this route since 1927.

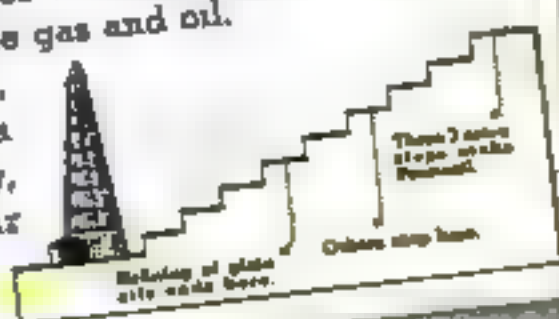
Member Pa. Grade Route Oil Assn. Permit No. 1

Be oil-wise  
specify  
PennZoil



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## Osteopathy (continued)



Andrew Taylor Still is enshrined among spinal X-rays at the Kirksville, Mo. college of osteopathy, which he founded in 1892, a vital step in establishing osteopathy.

## OSTEOPATHY WAS FOUNDED ON U. S. FRONTIER IN 1874 BY A FERVENT STUDENT OF ANATOMY

**A**ndrew Taylor Still, founder of osteopathy, raided Indian graves to get his knowledge of anatomy. Born in 1828, the son of a circuit-riding doctor of medicine and divinity, he took up practice in pre-Civil War Kansas and Missouri. In 1864 he was moved by an epidemic annihilation of part of his family and by an abhorrence of drugs to begin his osteopathic speculations which he first announced in 1874. As envisioned by Dr. Still, osteopathy was grounded on a concept of human anatomy as a machine that falls prey to disease only through failure of its working parts. Dr. Still, accordingly, considered cure chiefly as a problem of mechanical readjustment. Before his death in 1917 he saw his frontier science brought closer to the main stream of medicine, but his theory of human mechanics still guides the thinking of his successors.



Facial neuralgia, as related to the facial bones, is expounded by Dr. Still (left). Dr. Still like most doctors of his time learned medicine as an apprentice, had no degree.





Osteopathic treatise is dictated by Dr. Still to his secretary while Tired man looks on. Still was a fiery abolitionist, served in territorial legislature, fought in Civil War.



Woman suffrage was a favorite Still cause. Dr. Still had women students in his first classes and found them able manual therapists, particularly proficient in obstetrics.

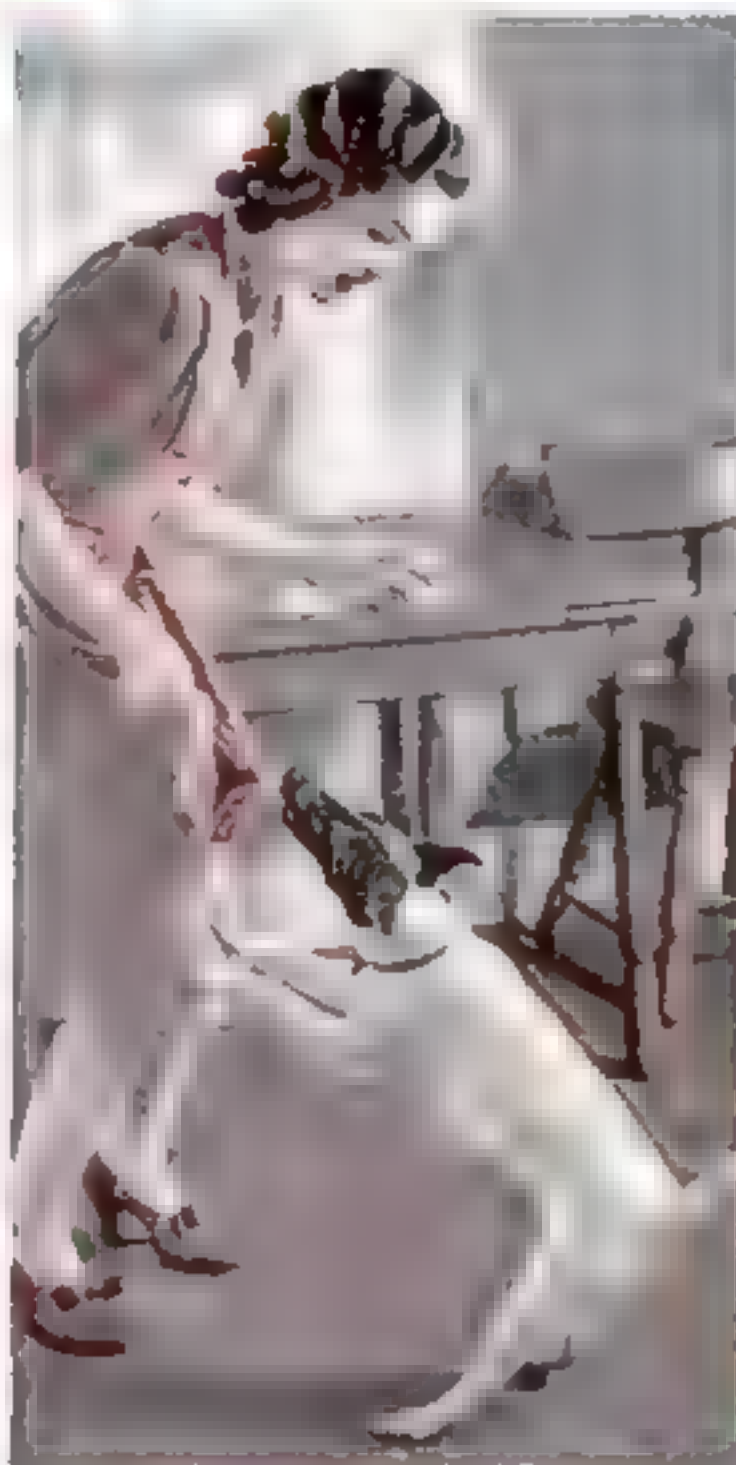


Dr. Still and Elbert Hubbard were great mutual admirers. Against opposition of the medical profession, Still won world fame with support of thinkers like Fra Elbertus.

## Dog Saves Baby!

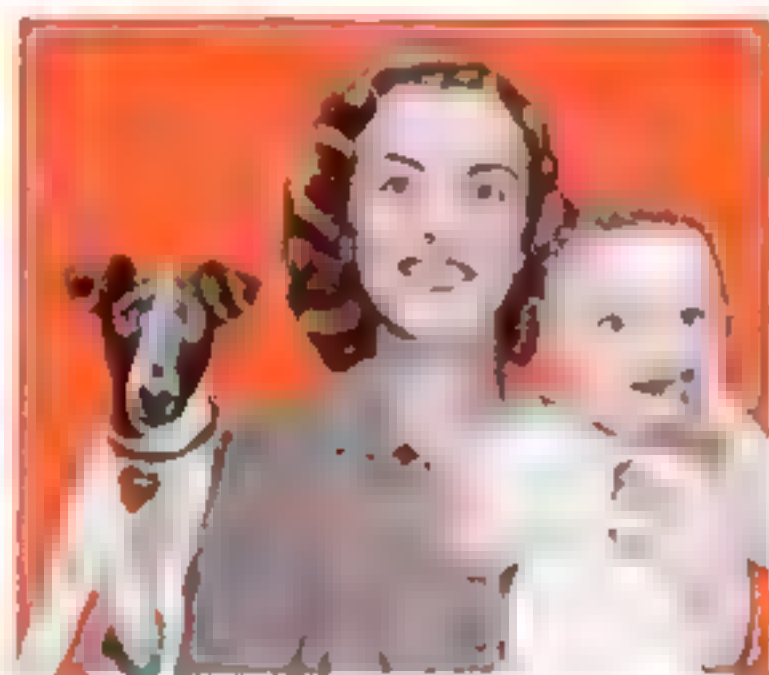
A RED HEART TRUE LIFE STORY

"Skippy, our darling baby's devoted fox terrier, is certainly full of vim, vigor—and intelligence—thanks to Red Heart Dog Food," writes Mrs. Harold Garland of Ottawa, Ill. "One day when the baby was only seven months old . . .



"I was in the yard hanging up the wash. Suddenly Skippy appeared at the window. She barked like I had never heard her before. I rushed into the house. Skippy caught my apron and dragged me to the baby's room. One look told me what was wrong.

"The baby had become tangled in her bedclothes and was almost smothered. Another minute and I would have been too late. Now there is nothing too good for Skippy. She loves Red Heart's 3 flavors. In fact, Red Heart is the only dog food she eats."



## Thousands of Dogs Thrive on Red Heart Dog Food

● Thousands of letters like Mrs. Garland's prove that dogs of all kinds like the stimulating taste variety of Red Heart's 3 delicious flavors—beef, fish, and cheese. Its tempting appetite appeal is one reason why more dogs eat Red Heart than any other dog food.\*

This well-balanced, top-quality dog food is made in federally inspected plants

from clean, wholesome meat and meat by-products, vegetable and bone meals, cereals, cod-liver oil, and Fleischmann's High-Vitamin Irradiated Yeast . . . providing abundant supplies of Anti-infective Vitamin A, Anti-neuritic Vitamin B<sub>1</sub>, Sunshine Vitamin D, and Growth Vitamin G. Laboratory-tested and kennel-proved.

\*According to independent, nationwide surveys

### FREE! LOST AND FOUND DOG LOCKET



Limited Offer! Inside this new, improved Red Heart dog locket is space for your name, address, phone, dog's name, etc. And with this locket get the Official Obedience Rules taught to dogs at famous Von Minck Training Kennels, Chicago. Just send 3 Red Heart labels—Diets A, B, and C—to John Morrell & Co., Dept. 48, Ottawa, Ill.

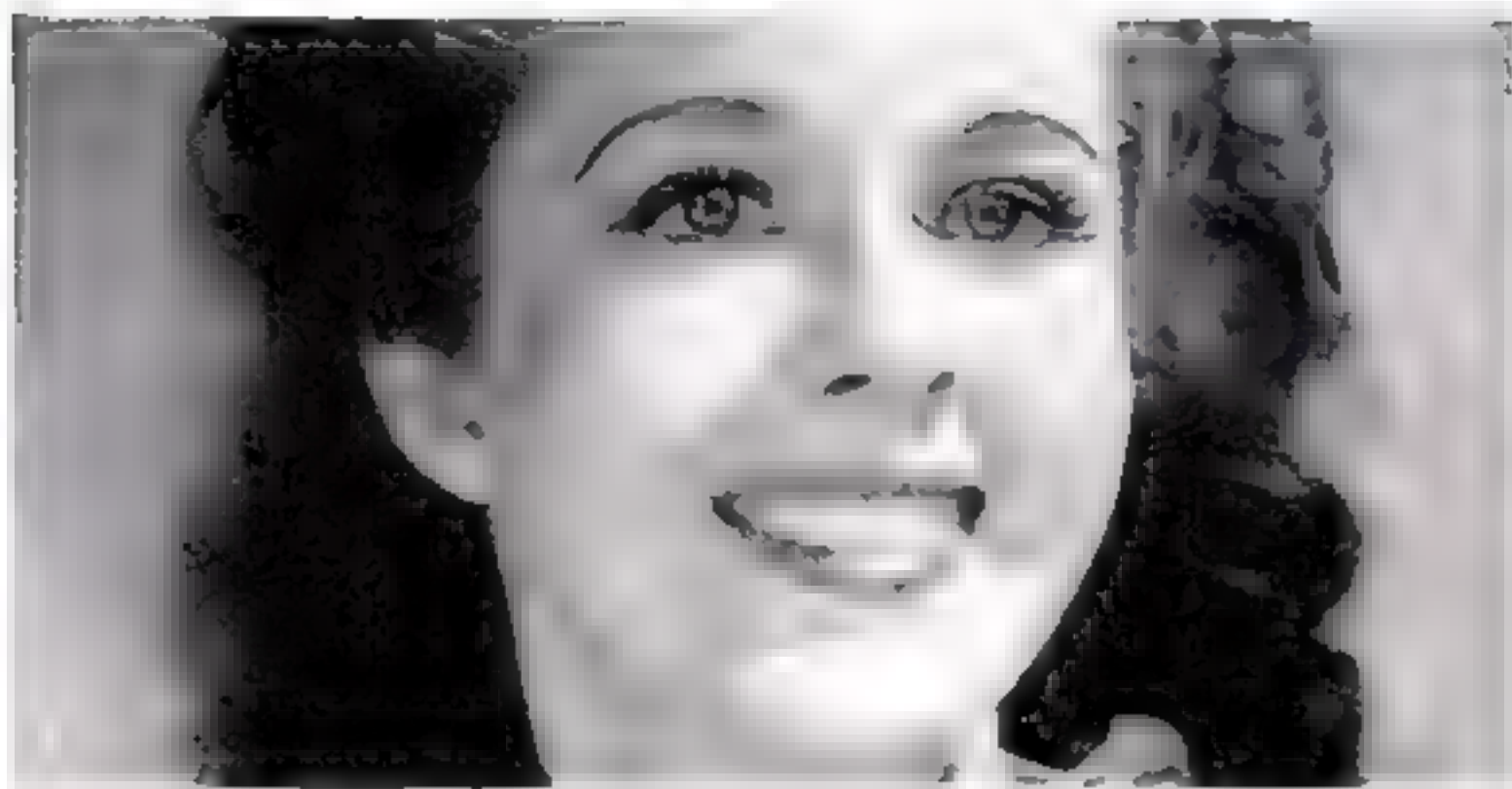


DIET A—  
BEEF FLAVOR  
DIET B—  
FISH FLAVOR  
DIET C—  
CHEESE FLAVOR



THE  
3-FLAVOR  
DOG FOOD  
FEED IN  
ROTATION

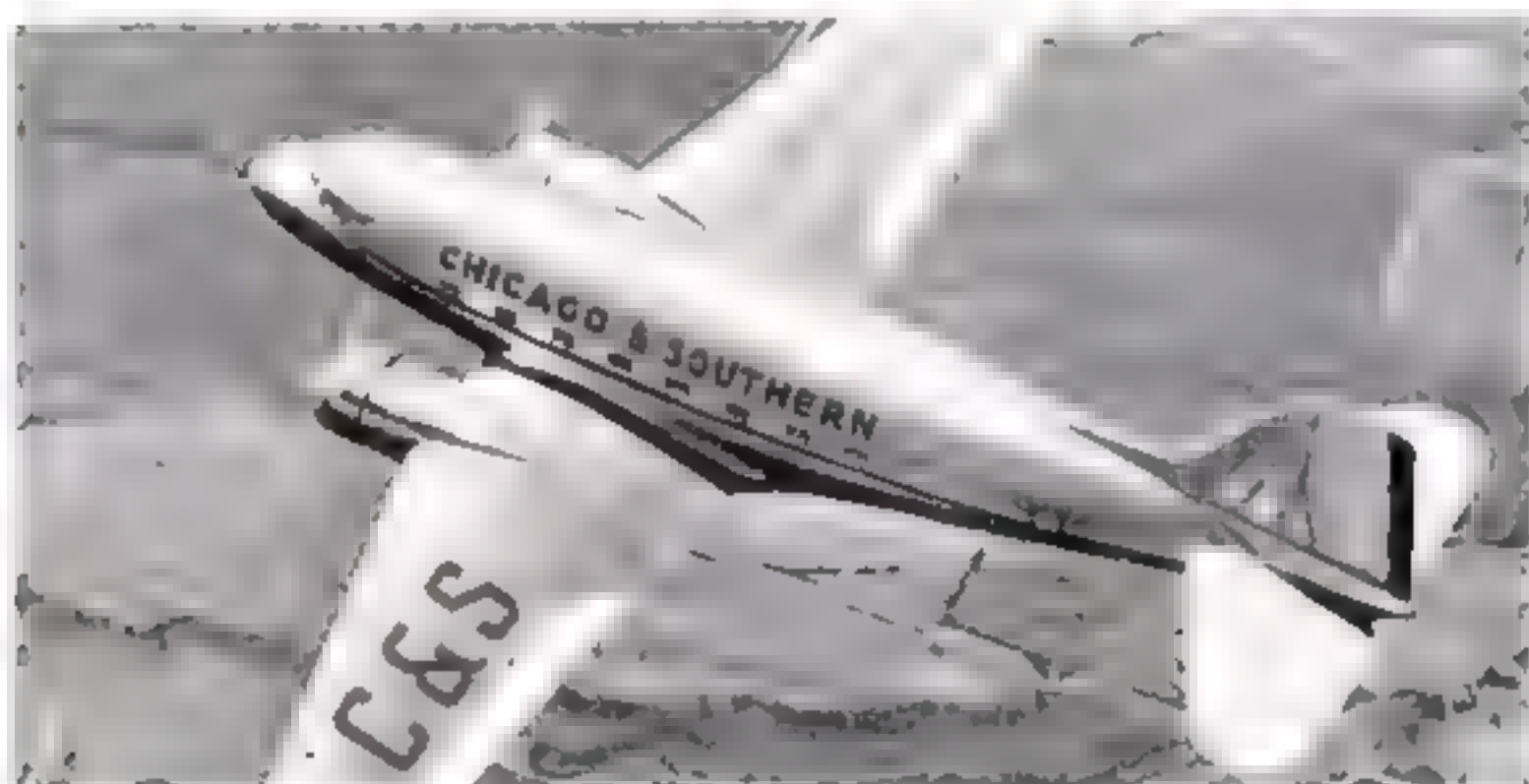




Peggy Moran, featured in the New Universal picture, "Slightly Tempted", is a flying enthusiast. She is...



... pictured here with Dorothy Travis, Chief Stewardess, in a Chicago and Southern Air Lines' plane. For the safe lubrication of its new fleet of...



... 21-passenger Douglas planes, Chicago and Southern uses Sinclair Pennsylvania Motor Oil exclusively. This is the same quality motor oil sold...



... by your nearby Sinclair Dealer. To make driving safer, reduce wear, ask your Sinclair Dealer for Sinclair Pennsylvania or Sinclair Opaline Motor Oil. These oils last so long they save you money.



ONE BY ONE, CREW MEMBERS OF THE "VILLE DE NAMUR," TORPEDGED BY A

## SURVIVOR'S PICTURES SHOW SINKING

**A**t 6:15 on the evening of June 10, Fred Matter, a French sportsman, author and photographer returning to Europe as a live-stock handler on the 7,430-ton Belgian freighter *Ville de Namur*, was lying undressed in his bunk. Suddenly an explosion rocked the ship, nearly throwing him to the floor. "A mine," he thought, seizing his clothes, lifebelt and camera and racing for the companionway. Actually the *Ville de Namur* had been torpedoed by a German U-boat, and resourceful M. Matter was able to record its end in the vivid pictures shown on these pages.

The *Ville de Namur*, formerly the *American Merchant*, was one of eight vessels sold by the U. S. Lines to a Belgian shipping company after the U. S. neutrality law stopped U. S. ships from entering belligerent waters. She sailed from New York on June 7 with a crew of 70 and a cargo of 511 horses for the French Army.

After the first torpedo struck, Matter returned to his cabin to get clothes for some of the other seamen. Besides snapping his camera he was alert enough to notice the reactions of his shipmates. Of one, he writes: "A funny thing happened. Until now I thought the delayed reflex was a Hollywood invention. You

"Nobody seemed excited," even after second torpedo, says photographer. "They looked more like people waiting for the bus than getting ready to jump into a lifeboat."







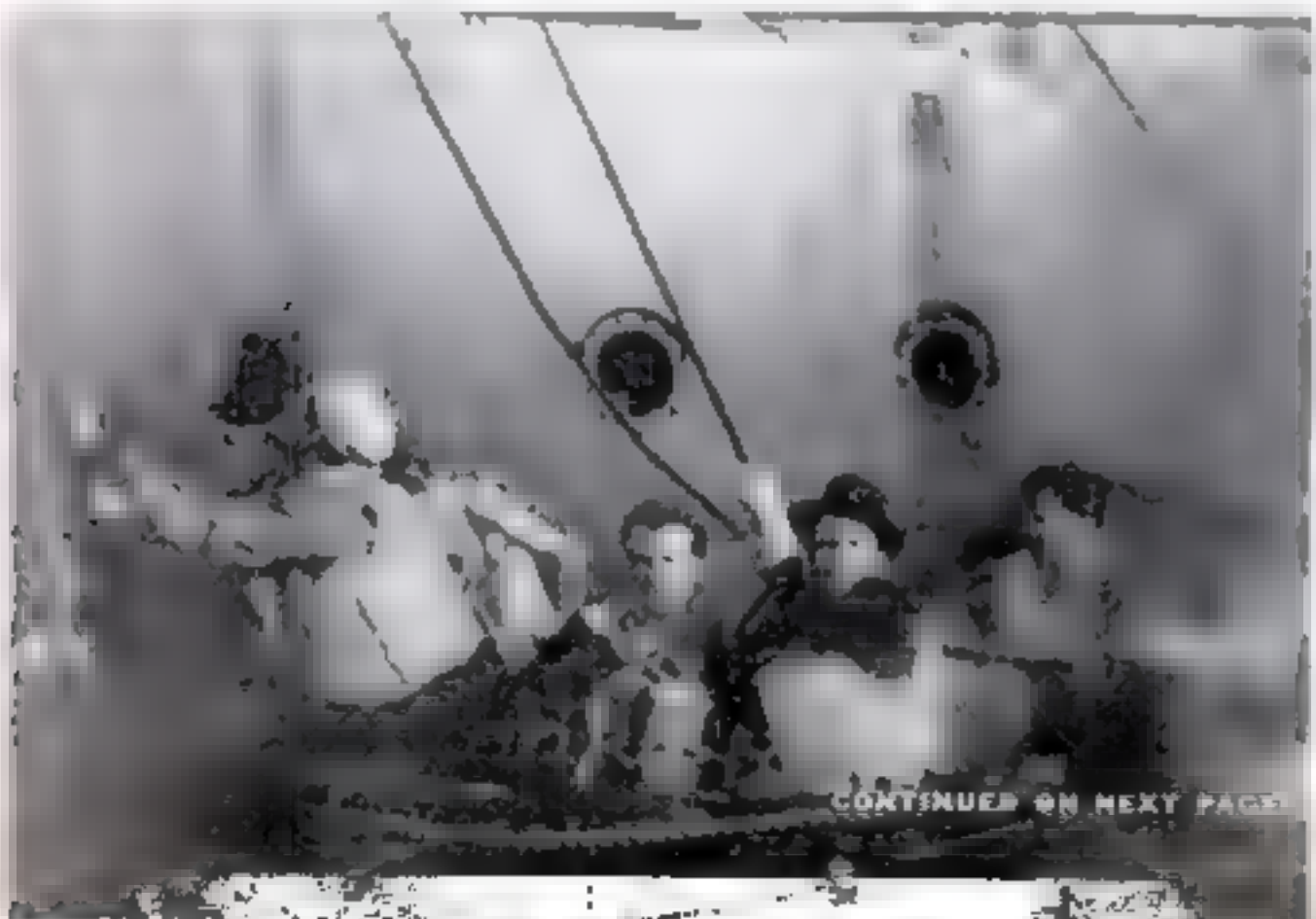
GERMAN SUBMARINE, GET INTO BOATS. CHIEF COOK STILL WEARS HIS CAP

## OF FORMER AMERICAN SHIP BY NAZIS

know—somebody says, "Your house is burning" and the person addressed answers, "All right . . ." then a second later, "What?" I saw it actually happening. Our night watchman, a very fat Belgian, was standing on the last step of the companionway. Everybody was rushing about him but he stood motionless like a rock in the middle of a raging stream. He seemed half asleep. I slapped his back and cried, "Come on, man, your lifebelt, we're sinking!" He looked at me, a contented smile on his face, then suddenly, "Hein quai!" and plunged below to his cabin."

The *Ville de Namur* sank in twelve minutes. All except four men, who were killed by the explosions, got away in the lifeboats. Only a few horses freed themselves and one that tried to climb into a lifeboat had to be killed. Of his own lifeboat Matter writes: "The A. B.'s hoisted the sail. We were then about 185 miles off the French coast, on a Wednesday evening. Friday at dawn the chief officer sighted a ship, gave the order to light flares and an hour or so later we were picked up by the Greek steamer *Corinthiakos*, all of us suffering badly from cold. At La Coruña, a Spanish port, we learned that two other boats had been picked up near Bilbao and that Boat No. 4 had reached Bordeaux."

Sailor casts off this lifeboat from the sinking freighter. Seaman remaining aboard to lower away had to jump overboard later and be pulled in by his shipmates.



CONTINUED ON NEXT PAGE

## Enter *Your* Vacation Pictures in the **\$1500.00** **GRAFLEX GOLDEN** **ANNIVERSARY** **PICTURE CONTEST**



This Is the Life!—a Graflex-made Picture by Harold M. Lambert

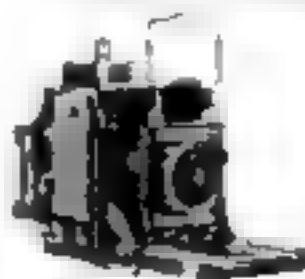


If you are using a Graflex, Graphic or Crown View camera this summer, your vacation pictures may earn real money in this competition. However, your entries must be postmarked before midnight, September 8 to be eligible to compete for your share of 76 cash prizes and 75 Medals of Award. So get Entry Forms from your Dealer or from us right away and send in *your* entries. Use coupon below, if you wish.

### Get Your Graflex-made Prize-Winning Camera Now!

Enjoy your new Graflex, Graphic or Crown View camera during the finest picture-taking months of the year! Purchase it through your Dealer on *Easy Payments* under the Graflex-Commercial Credit Budget Plan, if you wish. See these American-made, Prize-Winning Cameras at your Dealer's . . . When in New York City visit the Graflex Display Rooms at 50 Rockefeller Plaza.

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Every house needs  
**Westinghouse**



*"This new TIME DIAL stops my Westinghouse Washer automatically EVEN WHEN I'M OUT HANGING UP CLOTHES"*



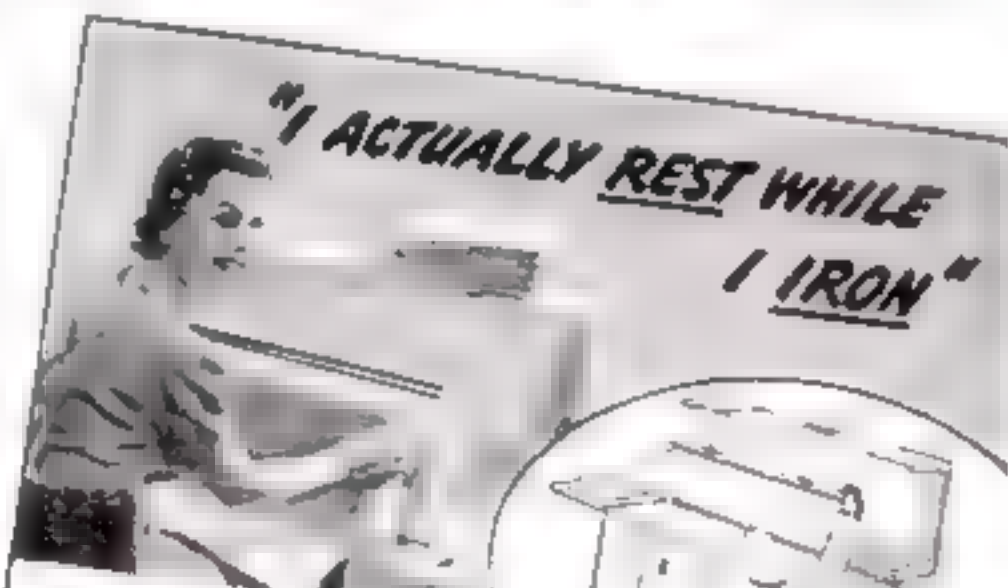
**1** "I just set it, forget it and go my way. I just turn the Time Dial\* to the right number of minutes for washing a load—then go out in the yard and hang up clothes. The Time Dial\* turns off the current... automatically... *right on the dot*"

#### White as Snow!

Clothes are swished around in the rich suds by gentle water action, and thoroughly washed till they're spotlessly clean. And with practically no wash-wear! Home tests prove it.

**2** "No more wet, soppy clothes to hang up. The Select-o-Press\* assures right pressure for everything. Simply shift it to one of its 3 settings... then a quick trip through the Westinghouse Wringer and clothes are perfectly damp-dried."

**3** "Gives me a marvelous sense of security. No casualties for the clothes—or me—if I race them into a wringer traffic jam. I merely press the Touch-Bar Release\*. It frees pressure, and stops the rolls instantly. No rips, no runs, no terrors."



#### A WESTINGHOUSE IRONER CUTS IRONING TIME IN HALF

This ironer does all the hard work... for a few cents a day... and lasts for years. Fast, too! 10 sheets in half an hour. A towel a minute. A shirt in five; the only sensible answer to doing up shirts at home!

Send for FREE book of washday short cuts. Tested directions for removing stains! New short cuts to easier, faster laundering! Write today to Westinghouse Electric & Mfg. Co., Mansfield, Ohio, Dept. 187, for free copy. And ask your Westinghouse dealer to put a Westinghouse Emperor Ironer in your home without obligation for two weeks.

**WESTINGHOUSE EMPEROR IRONER**



★ One of the famous 6 star features of the Westinghouse Emperor Washer. Ask your dealer for complete demonstration of all six features. Easy payment plans

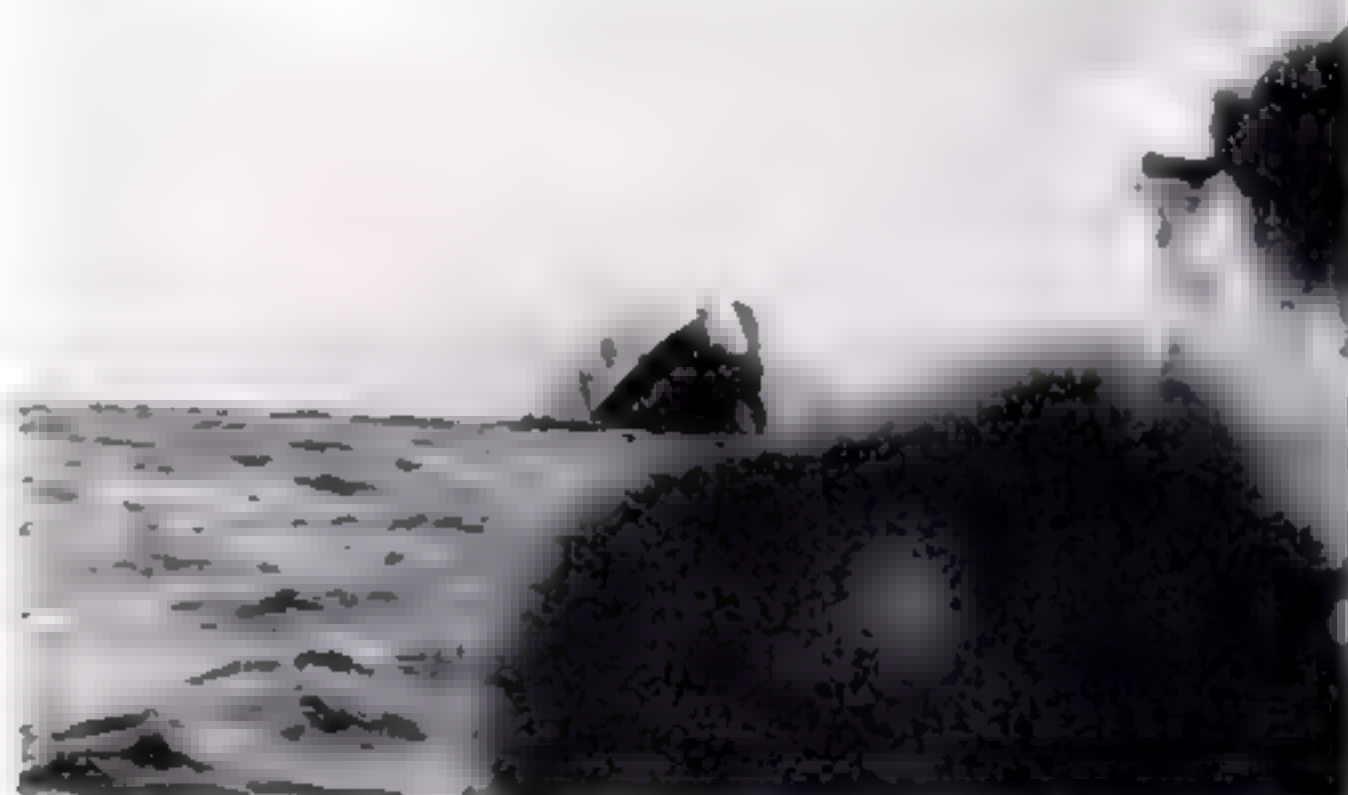
**SEE Westinghouse WASHERS • IRONERS**

Tune in "Musical Americana," N. B. C. Network, Coast-to-Coast, every Tuesday evening

## Sinking of the "Ville de Namur" (continued)



Lifeboats pull away from the sinking *Ville de Namur* in picture taken from Mutter's boat. The lifeboats scattered widely to avoid the few horses that broke loose.



Down by the bow, listing to port, goes the *Namur*. Another U. S. Lines ship, the former *President Harding*, rechristened *Ville de Brugue*, was sunk near Antwerp.



"No more 'Namur!'" exclaimed one seaman as she disappeared. Mutter barely had time to wind camera between shots. Top three here were taken within one minute.



Rescue ship, the Greek steamer *Corinthakos*, hove into view at sunrise two days later, took the hungry and frozen survivors into the Spanish port of La Coruña.





### HERE'S WHAT'S WRONG

**FIRST**, the coffee you now use may not be suited to his taste. It may be too weak or too strong, or even flavorless.

**SECOND**, you may be buying coffee that has been pre-ground at some distant factory days before you buy it, so that you are not getting all of the full, fresh flavor you're paying for.

**THIRD**, you may be getting the wrong grind for your type of coffee pot. No one or two grinds will do for all types of coffee-makers. Incorrect grinding means you lose flavor.

### HERE'S WHAT TO DO ABOUT IT!

**THEN**, choose one of the 3 distinctive A&P Coffees described below. Then see the smiles you'll get at the breakfast table.

**THEN**, buy A&P Coffee—it's ground fresh at the moment of purchase. Thus you get all the magnificent flavor of coffee at its glorious best—and flavor is what you want when you buy coffee!

**THEN**, tell your A&P clerk the kind of coffee pot you use. He'll grind your coffee precisely right to give you *all* of the fine flavor. His coffee mill has a total of 7 different grinds.

*Settle Your Coffee Problem—Choose One of These Coffees!*

**EIGHT O'CLOCK** is mild and mellow. Because of its congenial flavor and appealing aroma, it outsells by millions of pounds any other coffee.

**RED CIRCLE** is a rich, full-bodied blend; the great favorite with people who like best a coffee with satisfying substance and luxurious bouquet.

**BOKAR** is best described as vigorous and winey! Its distinctive flavor and rare "personality" are favored by many discriminating coffee buyers.

*Coffee of Magnificent Flavor . . . Hot or Iced*  
**AT ALL A&P FOOD STORES**





SCHENLEY "SWALLOWS" SING:

*"Why Journey To Some Polar Spot?  
Sip Melded Coolers When It's Hot!"*

When heat-waves hit, chart your mid-summer course for an ice-bound, arctic highball . . . en-"light"-ened by SCHENLEY light blended Black Label or Red Label. Both are unexcelled because we "meld"...SCHENLEY'S improved and exclusive blending method that creates better spirits by permitting their weight reduction without flavor destruction. Why not . . . buy the best?



*Better Taste*

**SCHENLEY** *Light Blended* **WHISKIES**

SCHENLEY Black Label, 65% grain neutral spirits SCHENLEY Red Label, 72 1/2% grain neutral spirits Both Blended Whiskey and 90 Proof. Copr. 1940, Schenley Distillers Corporation, New York City.





ADOLF HITLER, A RISING GERMAN POLITICIAN, STOOD BY THE NORTH SEA AROUND 1925 AND TOOK A GOOD LOOK THROUGH HIS BINOCULARS IN THE DIRECTION OF ENGLAND

# ADOLF HITLER'S RISE TO POWER

A PICTURE ALBUM OF THE EARLY YEARS OF GERMANY'S "LITTLE MAN" NOW GROWN TO GREATNESS

**H**istory may yet deny many things to Adolf Hitler but it cannot deny his stature as a Great Man. It may be that he represents the Power of Evil in our time. It may be the sacred duty of free men to wreak his destruction. But Hitler as a leader of men, as conqueror of a continent and as the shrieking "success story" of his era, has the historical greatness of Attila, Alexander, Caesar and Napoleon.

Into the short space of twelve years which separate the two pictures on this page he has crammed an entire epoch of world history. Hitler, the rising politician in the ill-fitting suit and frowzy fedora (*above*), has argued and fought his way to Hitler the 1940 conqueror (*right*).

Hitler was born 51 years ago of a Vienna housemaid and an Imperial Austrian customs officer who died in a village inn whose door was warmed by the tolerant sign: "Whether Christian, Pagan, Jew, We've a drink that waits for you." As a youngster he was a poor student with a great desire to become an artist. In 1908 he went to Vienna but failed to get into art school, failed to get along with workers as a bricklayer's assistant. For a time he lived in a flophouse, beat carpets, shoveled snow. Later he

made a little money painting postcards. The rest is the story of a frustrated man becoming the leader of a frustrated nation.

No great man was ever more consistently underrated. An American correspondent interviewing him



LATEST PORTRAIT OF HITLER TAKEN IN JUNE 1940

in 1922 never bothered to write a description of the meeting. When Dorothy Thompson met him in 1932 she was convinced in "something less than 50 seconds" that Hitler was not "the future dictator of Germany." Hitler does not look like a great man and he is not great by common standards. Miss Thompson was precisely right when she called him "the very prototype of the Little Man."

This Little Man has a deep, intuitive understanding of other little men and the motives that make them tick. No military genius, he knows better than his generals when to strike. Like other great men, he is a product of forces greater than himself, but he has harnessed and used those forces with consummate skill.

The record of Hitler's acts since he came to power is fresh in every mind. But the record of the years before is dark and incomplete. On the following pages LIFE has gathered the best of the Hitler pictures, from his birth to the fateful day in 1933 when he became Chancellor. They shed no light on the evolution of Hitler's mind or personality but they give a reality to those years of his life which are fast disappearing behind clouds of conjecture and myth.



# ADOLF HITLER (continued)



**1** Hitler's mother Klara Polzl married Alois Hitler, 23 years her senior, in 1885. She was a cottager's daughter, had been a maid.



**2** His father, Alois Schickelgruber, was Austrian custom's officer who at 40 changed name to Hitler, probably because of a legacy.



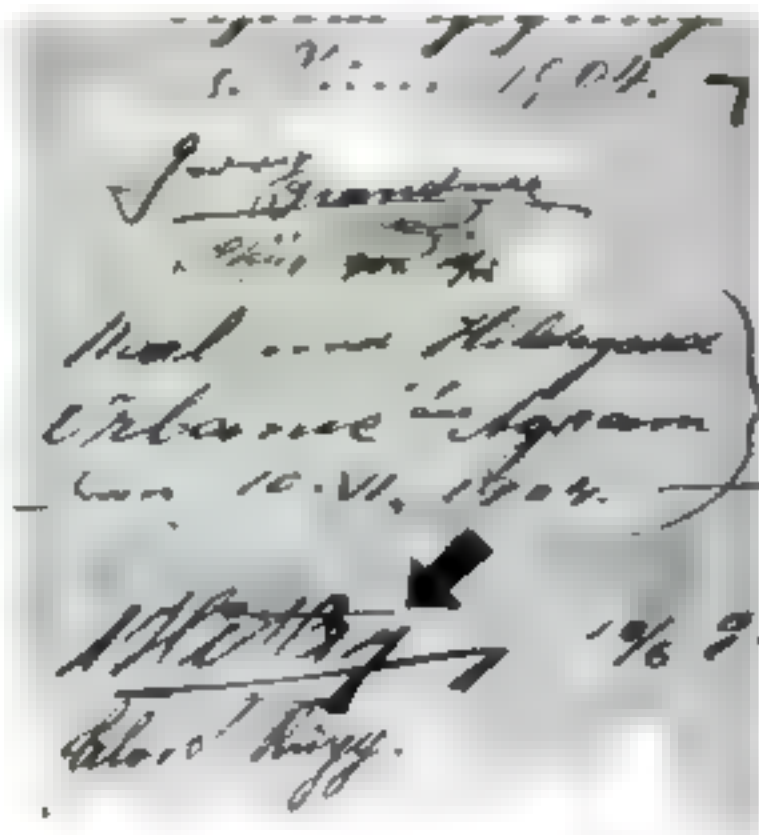
**3** He was born on April 20, 1889 on the second floor of this inn on the main street of Braunau. The family rented four rooms.



**4** Little Adolf looked like this. He had two brothers, two sisters, a half brother, a half sister, now rarely seen two surviving ones.



**5** At age of 10 Hitler (arrow) was in fourth grade of school at Lambach where he lived in 1899. Later at another school he flunked German, French, mathematics, stenography, excelled at gymnastics.



**6** Earliest published signature of Hitler (arrow) appears in the register of a mountain cabin during a climb he took June 10, 1904.



**7** In churchyard at Leonding where he lived when he was 15, he was leader in a game called "Boers against the British." His favorite childhood book was album of Franco-Prussian War pictures.



**10** Reinhold Hanisch, an etcher who was Hitler's best friend in a Vienna flop-house in 1909, relates "Next to my bed sat a man who had nothing on him except an old pair of torn trousers—Hitler. His clothes were being cleaned of lice."



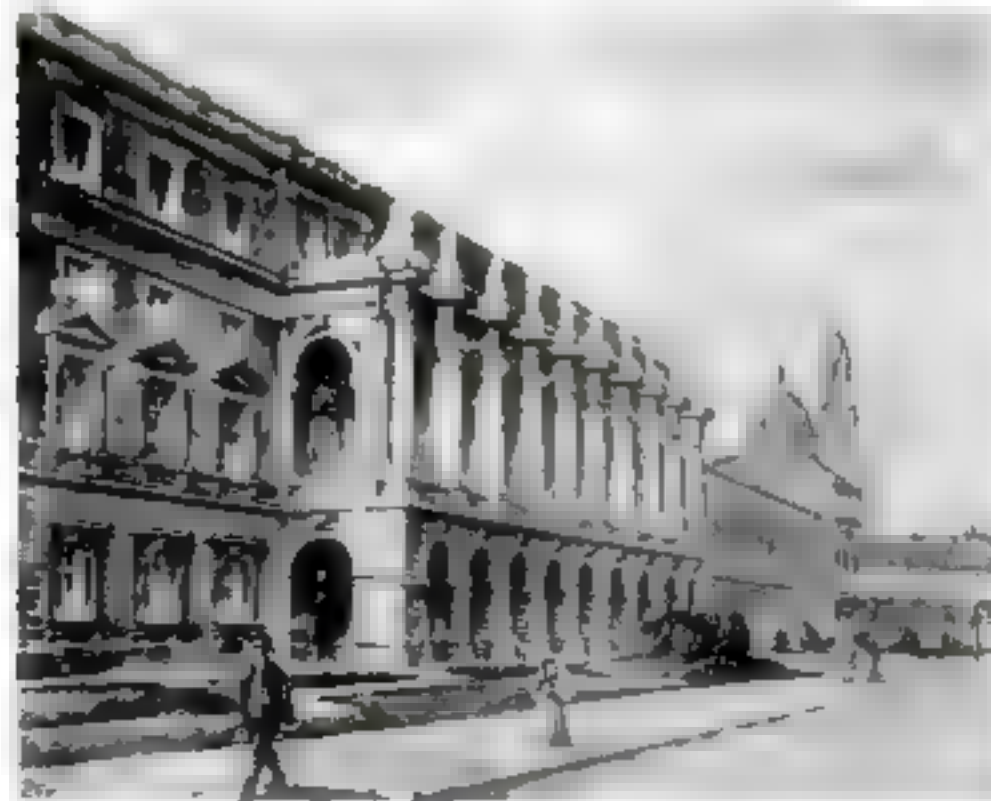
**8** Dr. Karl Lueger, anti-Semitic mayor of Vienna in 1910, was called "a really great reformer and genius" by Hitler.



**9** Hitler painted cards (above) in Vienna which his friend Hanisch sold for up to \$2. One advertised "Teddy Perspiration Powder." Some claim he simply colored photographs.



**11** Dr. Victor Adler unknowingly fanned Hitler's anti-Semitism as the leader of Social Democrats whom Hitler hated.

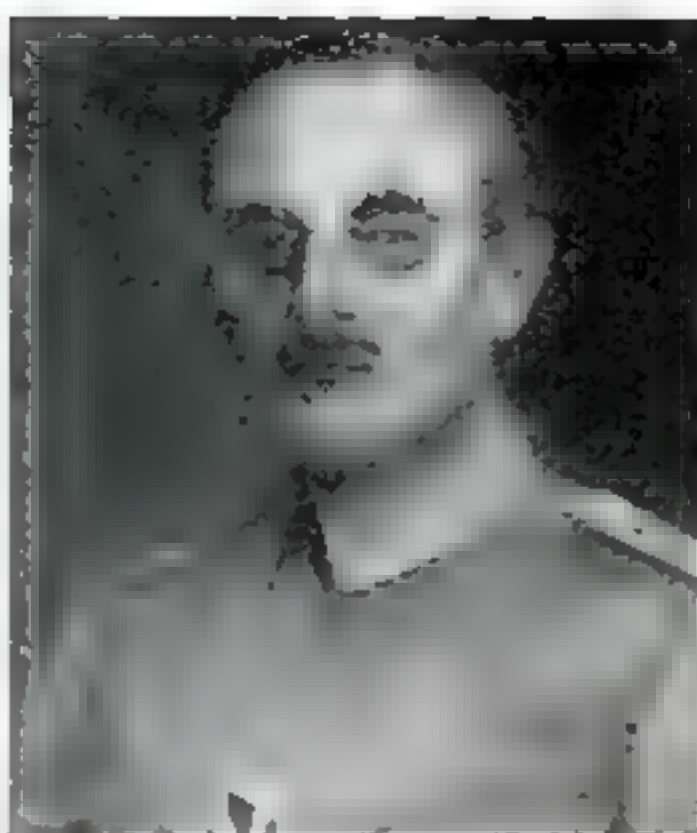


**12** Hitler's paintings, like this one of the royal palace at Munich, reflect his interest in architecture. Twice he failed to qualify for entrance to the Vienna Art Academy.

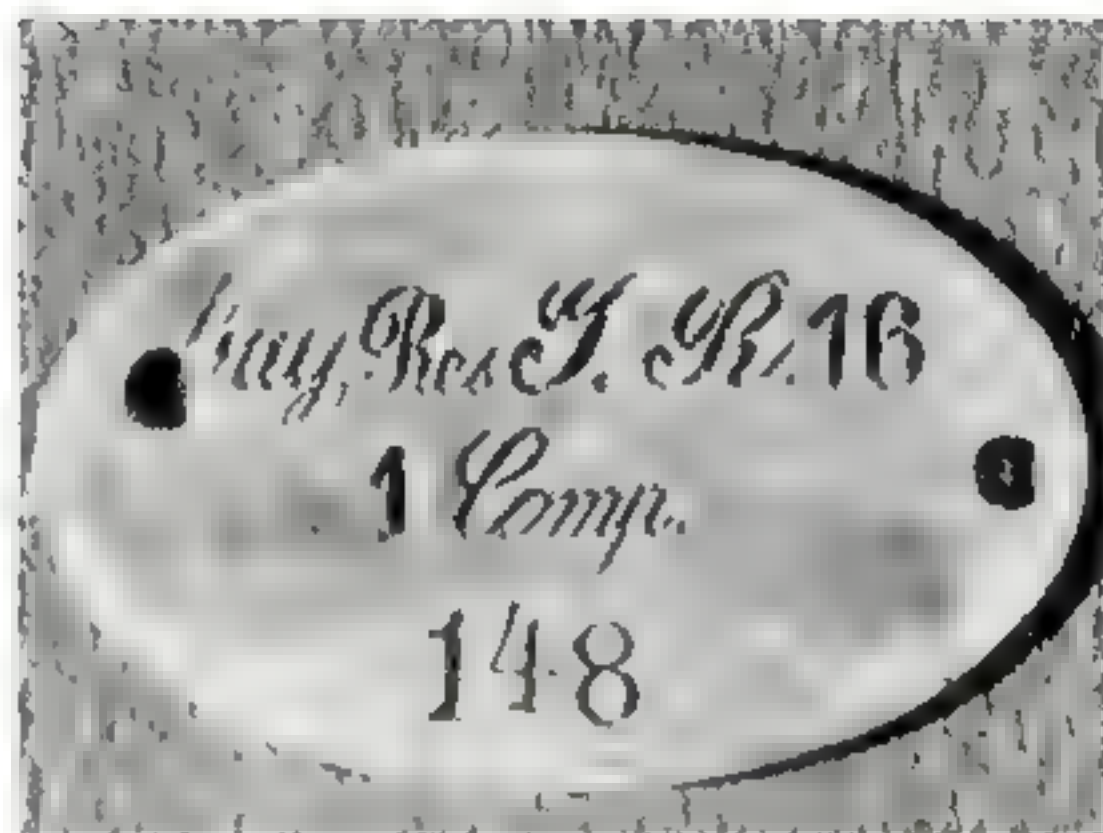




**13** War's outbreak found Hitler (*inset*) in Munich listening to war orators on Aug. 2, 1914. This famous photograph was taken by Heinrich Hoffmann who later became Hitler's friend and official photographer.



**14** One of his commanders was First Lieutenant von Tabeuf. Hitler was first an orderly, after 1915 a lance corporal.



**15** His identification disk shows he was No. 148 in the first company of the 16th Bavarian Reserve infantry regiment. He was given Iron Cross second class in 1914 and Iron Cross first class later.



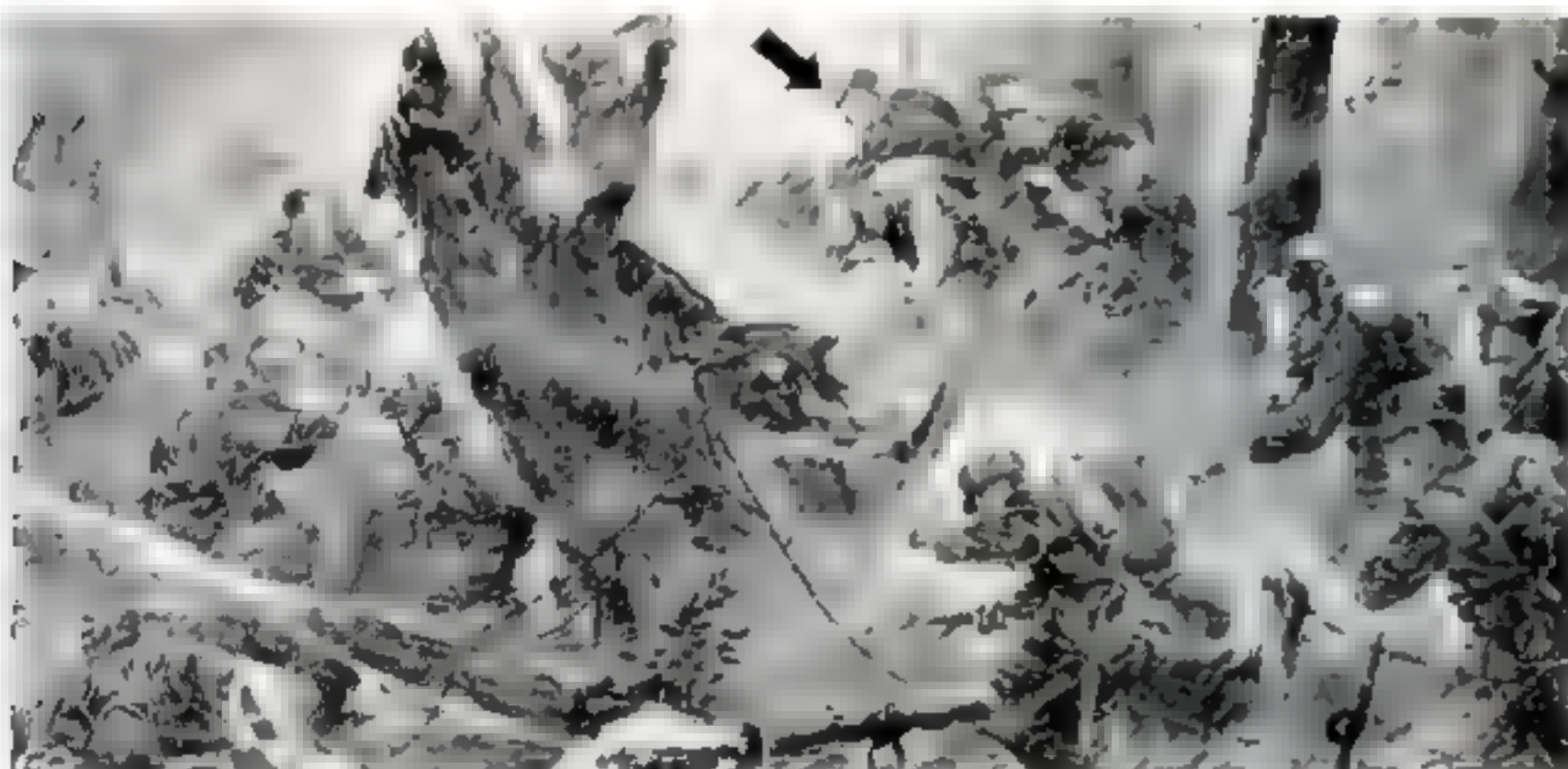
**16** At front Hitler (*arrow*) was called "an solemn as an owl" by a fellow orderly. During war he did not receive one package from home.



**17** He relaxed at the front (*arrow*) in his suspenders, listening to a burlesque pot-and-pan band which called itself "Noise Band." He was considered "a peculiar fellow but on the whole a good chap."

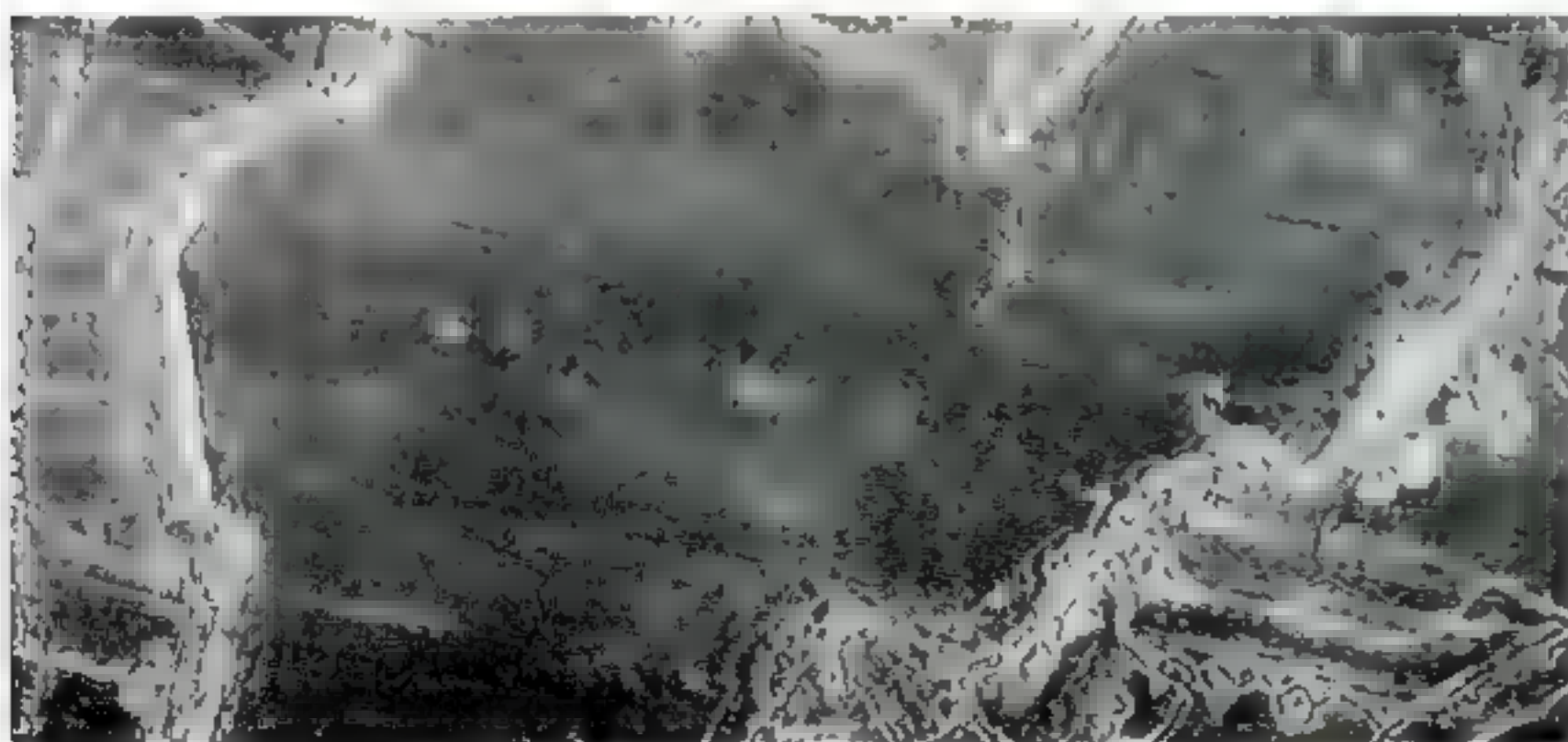


**18** The Armistice found Hitler (*arrow*) in a hospital at Pasewalk, blinded from what he claims to have been English mustard gas. It was the second time he had been wounded during the war.



**19** "Front Fighter" Hitler (*arrow*) is supposed to have led a charge against the British on Oct. 29, 1914 near Hevelaere according to this fanciful Nazi drawing. He is also supposed to have captured seven to twelve Frenchmen singlehanded but concerning these exploits Hitler remains vague.

ful Nazi drawing. He is also supposed to have captured seven to twelve Frenchmen singlehanded but concerning these exploits Hitler remains vague.



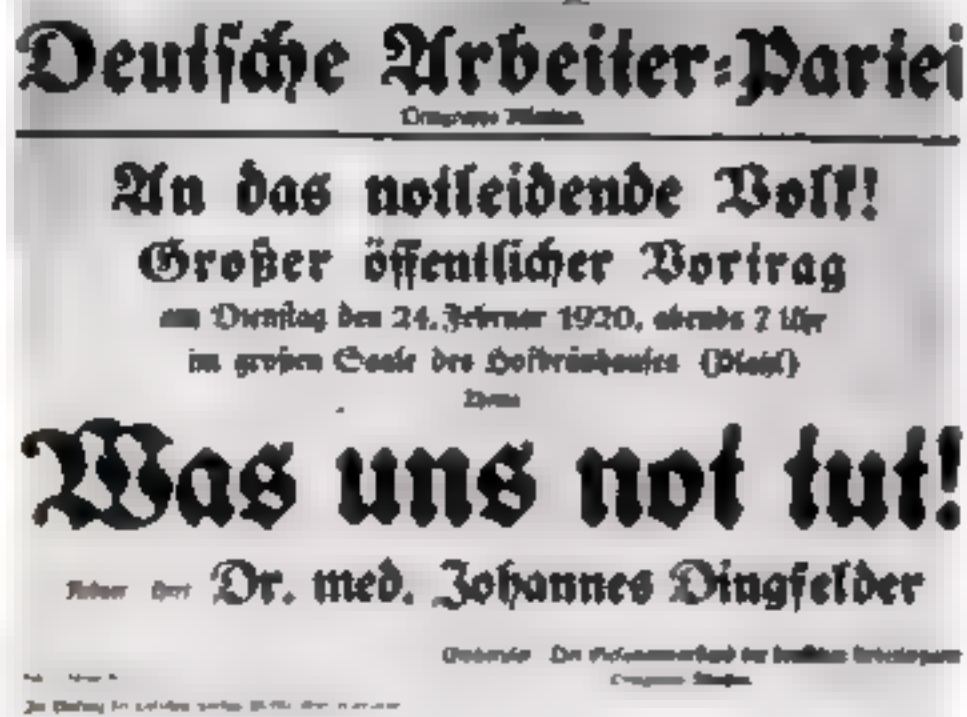
**20** The terrain over which Hitler fought near Lille from March 1915 to September 1916 is shown in this aerial view. Bavarians were at right,

English at left. One of Hitler's superiors was Sergeant Major Max Amann, early Hitlerite, who became director of *Völkischer Beobachter* after war.



**21** "I, however, resolved to become a politician," wrote Hitler, describing his days at Pasewalk before returning to Munich after war, and these pregnant words from *Mein Kampf* now appear on the wall of a memorial erected at Pasewalk.





**22** In 1919 he met Gottfried Feder, copied his mustache and also his "socialist" theories.

**23** Handbill brought 2,000 to Munich Hofbrau House to hear Dr. Johannes Dingfelder and Hitler (then unknown) at first Workers Party mass meeting Feb. 24, 1920.

**24** The cradle of Hitlerism was this corner of Hofbrau House where, after Dr. Dingfelder spoke, Adolf Hitler read his 25-point program for a National Socialist Party.

**25** The first swastika flag was displayed with Hitler under it in a 1920 outing.



**26** A rare view of Hitler (arrow) about 1923 shows him discussing his new Party across a beer-garden table in Munich.



**27** The National Socialist business office from 1921-23 was the ground floor of this former saloon on Corneliusstrasse, Munich. Goring, as S. A. commander, had a kitchen sink for a desk.



**28** Instead of rifles Nazi storm troopers marched with sticks in 1922 in their first uniforms—gray breeches, tunic and ski cap with swastika armbands. Hitler was imprisoned three days in 1922 for breach of peace.

ALL THE NEWS THAT'S FIT TO PRINT.

# The New York Times.

**THE WEATHER**  
Fair today and tomorrow; moderate tonight & to-morrow.  
Temperature 60 to 65.  
Windy with rain or snow, 6 to 10.

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Vol. LXVIII No. 24,030

NEW YORK, FRIDAY, NOVEMBER 9, 1923

TWO CENTS

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## BAVARIA IN REVOLT, PROCLAIMS LUDENDORFF DICTATOR; ITS MONARCHIST FORCES REPORTED MARCHING ON BERLIN; CAPITAL CRIES TREASON AND MASSES TROOPS FOR DEFENSE

**NAVY LENDS AVIATOR TO CAPT. AMUNDSEN FOR FLIGHT TO POLE**

*Leconte Links to 300 Miles An Hour in Utmost Air Speed*

**M. S. HERSHEY GIVES \$60,000,000 TRUST FOR AN ORPHANAGE**

*Air Bombs to Wreck 'Villages' As Thrill at Army Carnival*

**EBERT SUMMONS PEOPLE Asks Support in Crisis When 'Crazed Persons'**

*Hitler's Troops Said to Be Marching on Berlin; Von Kahr Takes Post in Name of Monarchy*

**COUP STARTS IN BEER HALL Meeting Stamped by Irruption of the Hit-**

**29** Munich Beer Hall Putsch of 1923 was news even in New York where Times front-paged story with these headlines. Hitler's name appears in box at right. But to most

Americans the familiar name was that of Ludendorff, "brains" of the German Army during the war who became a useful "front man" for the Nazis afterwards. Other front-page

headlines that day told how planes would never fly over 300 m. p. h., how bombs could wreck a "village" and "WARNING BY FRANCE FORBIDS [GERMAN] DICTATOR."



**30** First violent bid for power was made by Hitler's followers after they got Army rifles to break up a worker's parade on May Day, 1923. But Army sent them home.



**31** The climax of the Beer Hall Putsch in 1923 came on Nov. 9 when truckloads of Hitlerites in Army helmets and swastika armbands drove into the center of Munich.



**32** The swastika was hoisted over the City Hall before a large Nazi crowd, but then authorities who had first joined Hitler's coup decided against it and turned the Army on the Nazis.





**33** Behind a street barricade stood Heinrich Himmler (under *Monarchist flag*) and Captain Ernest Röhmer (right, wearing *fur collar*) protecting a government Ministry which they had seized during putsch.

## Proklamation

an das deutsche Volk!

Die Regierung der Novemberverbrecher in Berlin ist heute für abgesetzt erklärt worden.

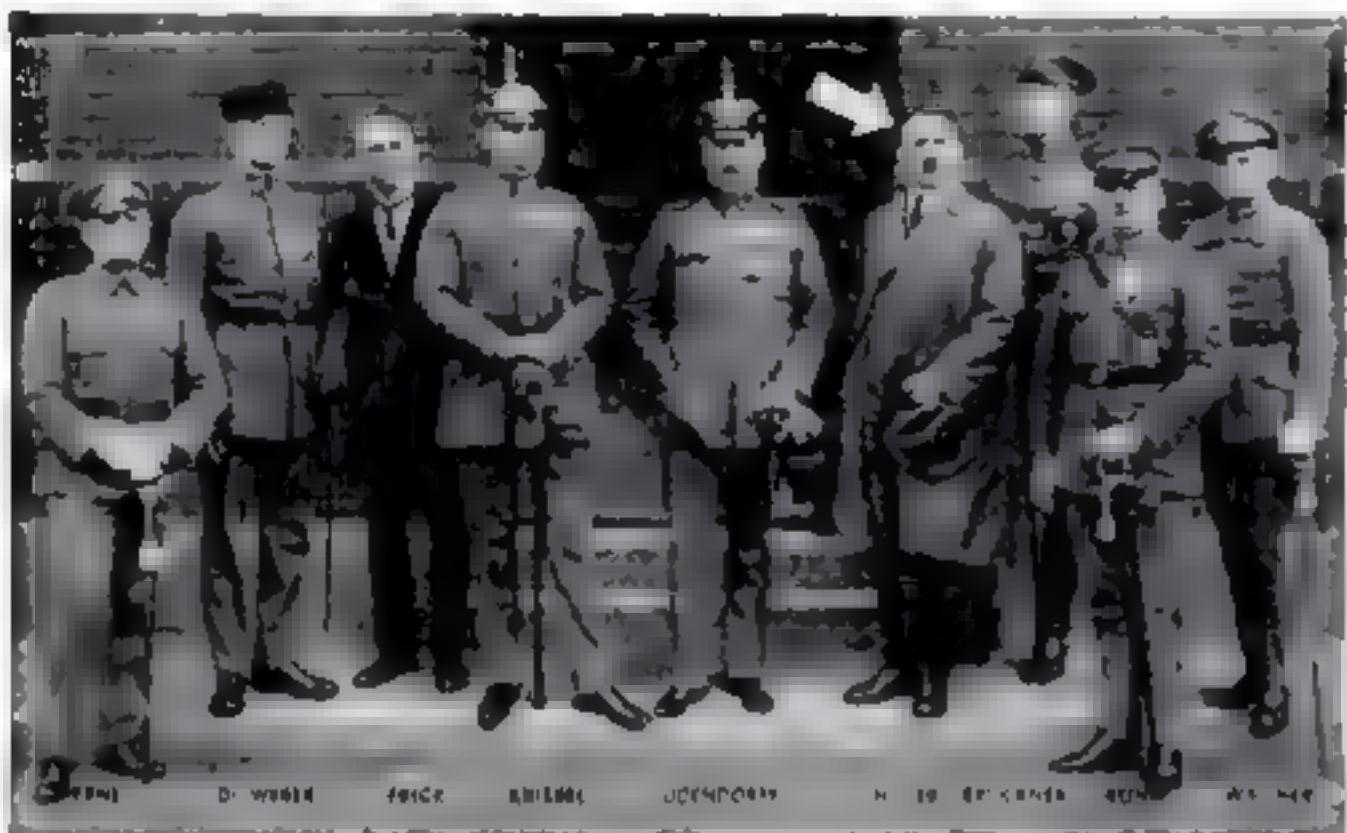
Eine provisorische deutsche National-Regierung ist gewählt worden.

Am 23. November 1923

**34** Bulletin announced provisional National Government headed by Ludendorff and Hitler.



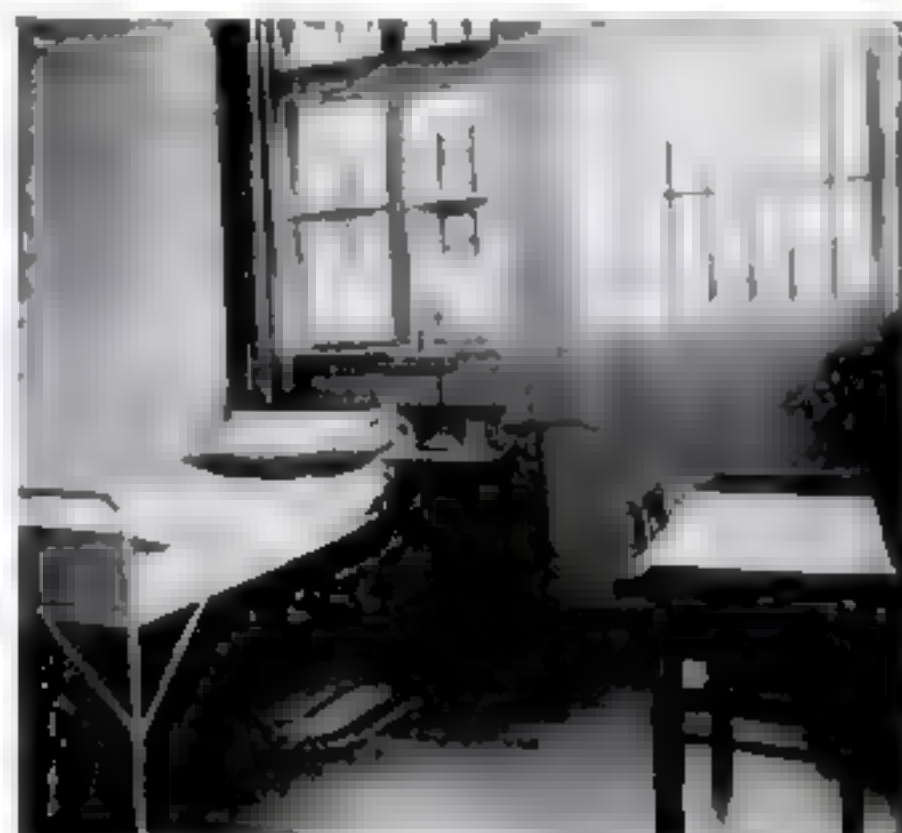
**35** Army cavalry cleared the streets of Hitlerites on Nov. 9 after 14 Nazis had been killed and about 100 wounded earlier that day. Hitler fell on his face to avoid bullets, escaped to Hans Frick's home and was later arrested.



**36** The putsch leaders brought to trial included: Lieut. Pernet, Dr. Friedrich Weber, Dr. Frick (now Minister of Economics), Lieut. Col. Kriebel, General Ludendorff, Hitler, Bruckner (now Hitler's adjutant), Rühm and Lieut. Wagner.



**37** At the trial Hitler (arrow) was sentenced to five years, but was paroled after nine months. General Ludendorff was acquitted.



**38** His cell in Landsberg prison was big and pleasant. He had two reception rooms at his disposal, ate same food as warden's staff, was served by prisoners.



**39** In prison he was surrounded (left to right) by his "magnificent" Emil Maurice, Lieut. Col. Kriebel, Rudolf Hess and Dr. Weber. On a typewriter Hess took down the first volume of *Mein Kampf* which Hitler dictated to him while in prison.



**40** Hitler left prison on Dec. 20, 1924. While in prison his Party had been temporarily dissolved. In 1925 he was forbidden to talk in Bavaria, Saxony and Prussia. The ban was later lifted.



**41** He visited Gregor Strasser, Röhm and Göring in 1925. In 1924 first two were "purged."



**42** He toured Thuringia in 1925 with his cellmate Julius Schaub (background) who was his bodyguard.



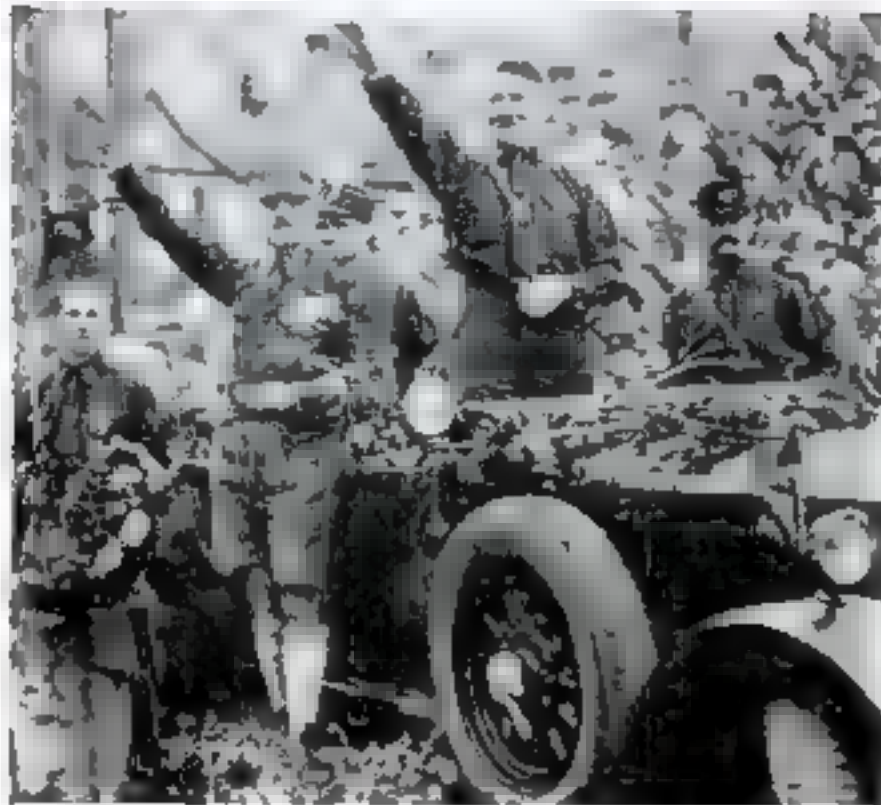
**43** "German Day" in Halle in 1924 typified nationalist turmoil of this period. The Nazi Party was still illegal (until 1925) but the marching war veterans carried the swastika emblem along with Army flags and other nationalist banners.



**44** He made his first big speech, after the ban on his speaking in Bavaria was lifted in 1927, in a barnlike hall outside of Munich. He wore tight civilian clothes, held his notes.



# ADOLF HITLER (continued)



**45** From a flower-strewn car Hitler reviewed his followers at the Nazi Party Day in Nuremberg in August 1927. The car he chose was a Mercedes.



**46** Hitler and General von Fipp (left) who had helped him before the 1923 putsch, placed a wreath with a swastika ribbon on the Nuremberg monument to German War Dead as part of Hitler's propaganda to make the Nazis appear as Germany's only possible saviors.



**47** The chief "martyr" Hitler glorified was Horst Wessel (center) who was shot by a Communist boxer in 1930.



**48** Hitler personally visited storm troopers in hospitals after a street riot. His speech technique was to send his followers into crazy screams and thus attract attention.



**49** In 1931 he united with Dr. Alfred Hugenberg, sent to the right of Hitler (center) who as Krupp's ex manager and head of Nationalist Party put Hitler in touch with industry.



**50** Between campaigns Hitler went to his Berchtesgaden retreat where he kept a dog and a cat and where he relaxed with his pet dogs. He usually traveled by train.



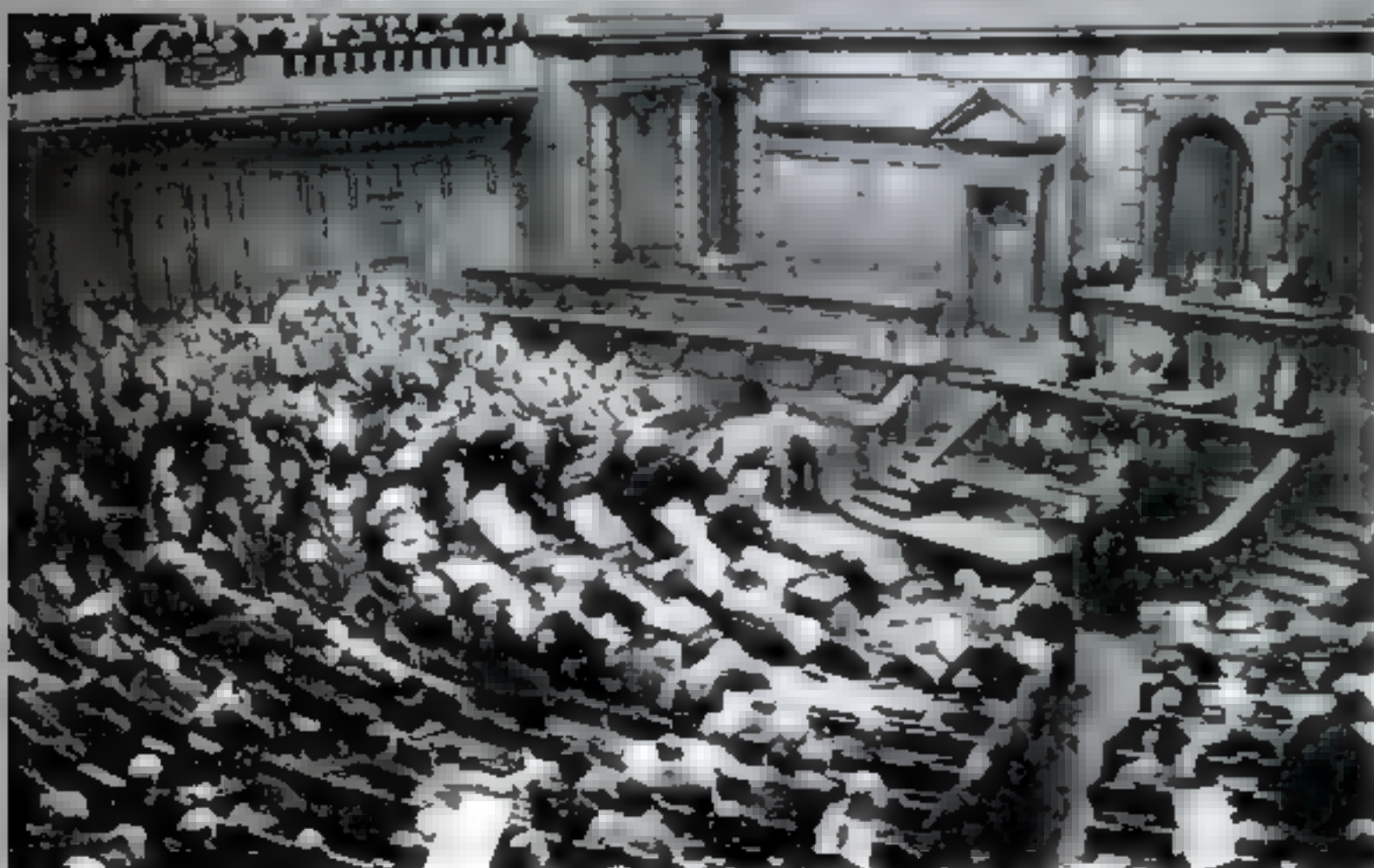
**51** Hitler was best man at Goebbels' marriage to Magda Quandt in 1931. Goebbels joined the Nazis in 1924 under Gregor Strasser's persuasion. Starting in 1926 Goebbels' job was to organize "Red" Berlin.



**52** In a leather helmet Hitler (right) drove all over Germany campaigning. His secretary, Rudolf Hess (center left) was always with him. Later he campaigned by airplane.



**53** When some German states forbade Hitler's storm troopers to wear political shirts in 1933, they stopped to wear kept rest of uniform intact.



Brown-shirt Nazi deputies marched into the Reichstag in military formation in October 1930 shouting, "Heil Hitler" and the other deputies tittered. In 1930 the National Socialists had their first big Reichstag election success, obtaining 106 seats. In 1928 they had had twelve.



The Nazi deputies marched out of the Reichstag in February 1933 with Hugenberg's Nationalists, leaving a big block of empty seats (at left), and the remaining deputies (center). Two years later Nazis burned the Reichstag building and sent non-Nazi deputies to concentration camps.





**54** Hitler (*arrow*) inspected his storm troopers, forbidden by government decree to wear their uniforms, at a huge mass meeting in the Berlin Sportpalast in 1932.



**55** Hitler was supported by industrialists like Fritz Thyssen (*shown walking behind Hitler*), Thyssen's partner Dr. Albert Vogler (*right*), Dr. Walter Borbet, multi-director (*left*).



**56** Hitler, shown here peeling an apple, has been a vegetarian for as long as anyone can remember. At a banquet Mussolini tendered him, he ate only double order of scrambled eggs.



**57** He voted in the last free Reichstag elections in November 1932, when the Nazis got 33% of total vote but lost 2,000,000 votes from July highwater mark of 37.



**58** To soothe nerves of Hitler (*arrow*), Harvardman Ernst Hanfstaengl used to play the piano before he went into exile in 1936. Since childhood Hitler has liked Wagner music.



**59** When Hindenburg made him Chancellor Jan. 30, 1933, Hitler (*arrow*), between Goring and von Papen, posed with cabinet including Hugenberg and Blomberg, both now forgotten.



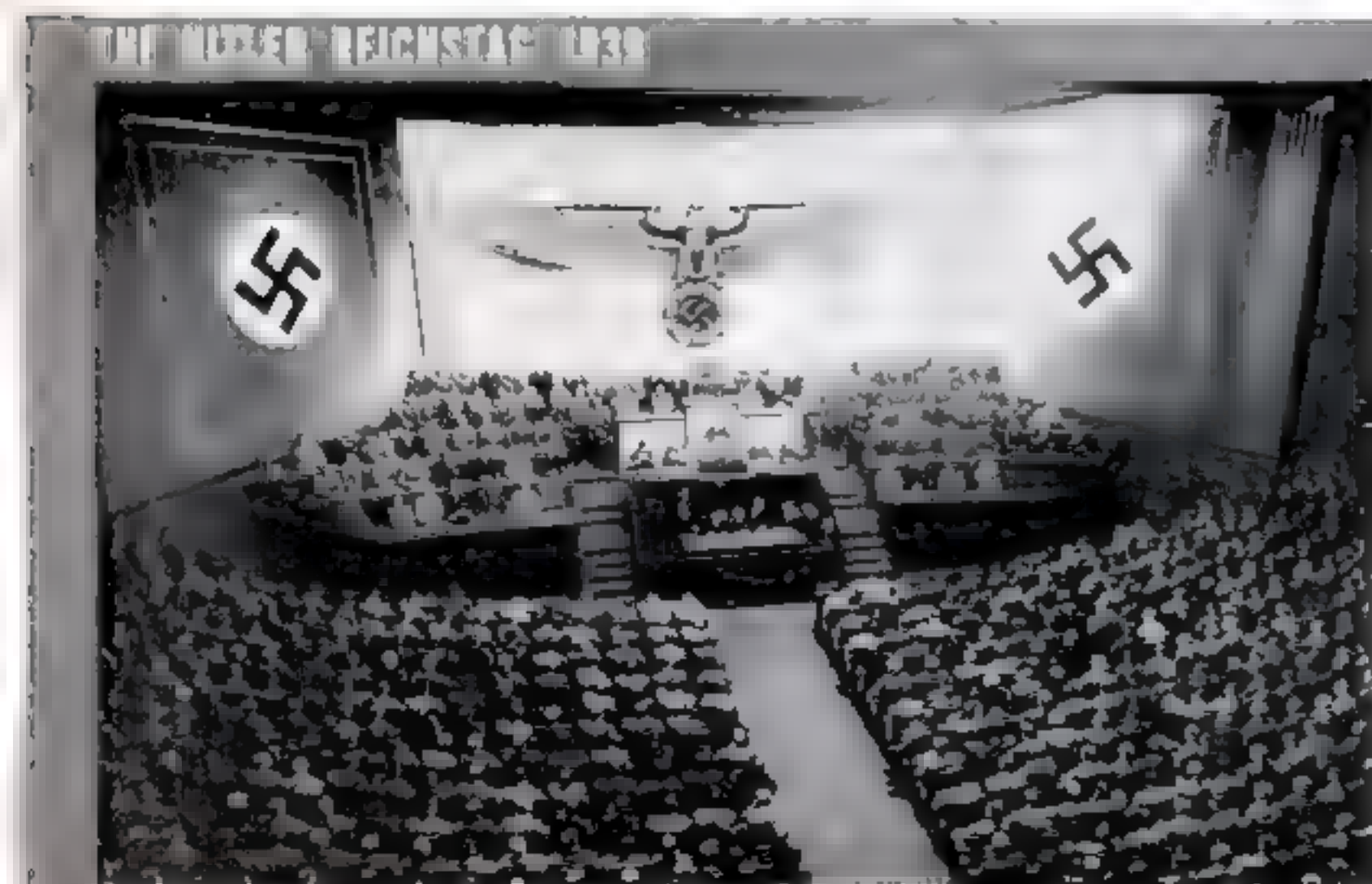
**60** A giant Nazi torchlight procession passed under the windows of the old Chancellery where Hitler (*arrow*) stood saluting on the night that he was made Chancellor.



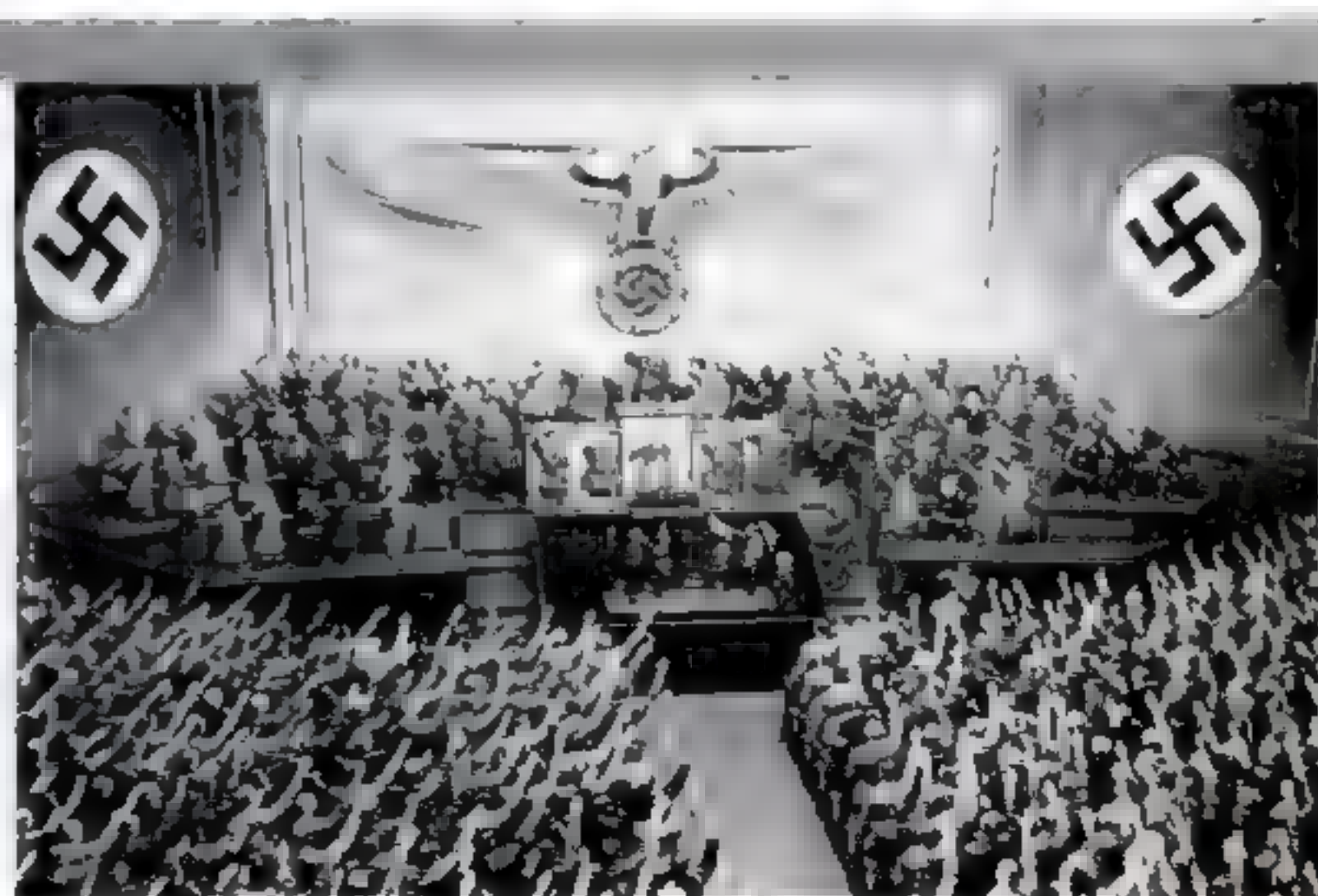
**61** This bow symbolized Hitler's respectful relations with President Hindenburg, aged 86. But after Hindenburg had died in 1934, Hitler had himself "voted" President also.



**62** "The end of the Republic" came on March 21, 1933 when Hitler opened puppet Reichstag in Potsdam (*above*). Sixty-two years before, Bismarck opened his first free Reichstag.



All the deputies sat hushed and still as Hitler addressed his all-Nazi puppet Reichstag on Oct. 6, 1939 in the swastika-emblazoned Kroll Opera House which now serves as meeting place for Reichstag. Having conquered Poland, Hitler offered the Allies a Hitler peace in this speech.



All the deputies rose and saluted as Hitler finished his Oct. 6 Reichstag address. Nazis sitting directly behind rostrum turned to salute. Of the present Reichstag's 873 deputies, all are Nazis and the body convenes only at Hitler's command when he chooses to make a speech.



# DEMOCRACY, UNLIMITED

## HITLER TALKS OF HIS "NEW REVOLUTION" BUT AMERICA SAYS IT'S TYRANNY AND TO HELL WITH IT

by DAVID CORT

Americans have a weakness for letting the other man talk himself out. For 20 years now they have let the Nazis and Fascists and Communists explain how, each in their way, they were the "revolution of the future." The American people have listened with tolerance, curiosity, even sympathy. The listening time is over. Now at last, at the end of tolerance, comes the horse laugh, the great American razzberry.

What idiot mouthing is this that Nazism and Fascism and Communism are "revolutions"? They have a new lingo but they are the oldest thing in the world, the perpetual counter-revolution, the rule of the many by the few for the supposed good of the masses. We have had that before. In fact that is all that most of the dead men lying thousands deep in the world's past ever knew. They knew the Russian czars, Alexander, Baibars the Panther, the Ottoman sultans, the Mogul rulers of India, the Mongol and Manchu emperors of China, the Spanish conquistadors, the Japanese shoguns, the Hohenstaufens and the Hohenzollerns, the Borgias, Richelieu, the Bourbons and Habsburgs, the Corsican bravura of Napoleon, the bark of Bismarck.

Most of these men were known among their friends for their high ideals. They were not villains to themselves. But nobody now even tries to remember what those ideals were. In the history books of Democracy we recite only the record of their acts.

So it is with Hitler and Stalin and Mussolini. A hundred years from today, if there are still free men, how many will read *Mein Kampf* or Hitler's "promises" or the long gutturals of what Hitler told the people he had in store for the world? Nobody. It is hardly more useful to read them today. There is some truth in them but only a dark fragment of the truth there is in his acts. Of his acts we now know enough.

In fact we were on the track of something else. What?

The true revolution. The perpetual, self-perpetuating revolution. Democracy.

### Why Democracy is like health

Democracy is like health. It is nothing. It is the absence of pain and sickness. It only becomes something when pain comes and a man remembers how pleasant it was not to be in pain. In a word it is life itself. It is breathing and eating and being and becoming something. It is being alive instead of being part dead. It is a world where every man feels something like the way only one man felt in the world of Alexander the Great, who was just one bright-eyed little man who held his head somewhat on one side. Democracy is limited merely by the ultimate potentialities of all men in the world and all their descendants. It is the total sum of hopes, of faith and of charity. It is humble and omnipotent. Those who wish to get fancy about it may say that it is God.

Naturally it is harder to define Democracy at any one moment than to define such crude obvious programs as Nazism, Fascism or Communism. For these are as limited as the brain of one man. They have all been defined and explained. There is no future in them whatever except the murder of every other kind of brain.

The proponents of these programs generally do not like their fellow men for what they are. They feel with wonderful sincerity that they are able to decide what is best for other people and they are resolved to give it to them, whether the people like it or not. Notice that they do not especially think of giving it to themselves. They expect to be on the giving, not the taking, end. They may be right or they may be wrong but there is to be no judge. In a world where God will not speak they are willing to be God.

In the daylight of sanity these are sick people. They are unhappy in their personal lives. They want more power than they have. They feel the thrill of power tingling in their veins. But this pleasant neurotic tingle of overpowering ambition is a poor qualification for a position of power. It would be more nearly correct to say that men in power should be picked for their total lack of tingle. Hitler and Mussolini and Stalin are full of tingles, dark surges of power and ruthlessness.

These sick men sincerely want to see the world run right, just as Alexander and Genghis Khan and Napoleon did. Anybody who thinks they will run it right if they have the chance should review the history of mankind.

### Most men have lived under tyrants

First, it must be remembered that most of the men who have ever lived have lived under a tyrant. That is the customary thing, not the unusual thing. These tyrants were sometimes overthrown by other tyrants but in general their tyranny worked if it was brutal enough. Only when it softened at the top was it overthrown by the people, as under the England of 1776, the France of 1789, the Russia of 1917. The history books do not mention the centuries of enslaved peoples who made no news, the massacred masses of Asia and European Russia and Africa and the Mexican or Peruvian or American Indians and the Turkish Balkans and the people of India. Democracy had no chance among them. It was not even a dream.

Democracy is a shy growth. It occurs only where there is an absence of fear. It survives only where it is protected by an overwhelming power. It has had its great growth only since 1714, since England ruled the seas. The peculiar English even encouraged the revolt of the American colonies. It is not often remembered now that English members of Parliament said then in the House of Commons that the Americans were fighting for English liberties as well as for their own (against the crazy King George III) and they referred to Washington's armies as "our armies."

The revolution of the French would have had no chance of survival against the armies of Europe's monarchs but for the genius of Napoleon. Then Napoleon killed French Democracy from within.

The democracies of Scandinavia, Belgium, the Netherlands were allowed to survive only because it was British policy to keep Europe divided in small, impotent nations. To these add Switzerland, but the Swiss first earned their freedom because the Swiss phalanx was by far the most formidable fighting mass in Europe.

The South American republics, including those that can be called democracies, have survived under the protection of the powerful U. S. And the U. S. got its start behind the protection of a great ocean. It did not neglect seapower. But Americans have been misinformed by their history books. They are told that their growth into power and freedom was inevitable—

manifest destiny. They are not told that they won freedom from the British Empire largely because Louis XVI gave them guns and money and troops, that they almost broke up under the Articles of Confederation, that Jefferson almost did not beat Burr for President, that the Confederacy should have won at Gettysburg, that the British Navy kept the world stable from 1815 to 1914.

Luck helped the American colossus past its difficult times. Luck let the American people have the time and room to develop their greatness. It was not luck that they knew what to do with their opportunities. It was Democracy, the rule of the crowd that kept leaders from strangling America with their fixed and limited personal ideals. America grew as a boy grows into a man, making mistakes, learning the



THE ONLY NEW THING ABOUT HITLER'S TYRANNY IS ITS MECHANIZED STRENGTH



poor way, the better way, learning self-reliance, its faults and its strengths, feeling its oats, getting bored and disillusioned, getting over-enthusiastic, falling on its face and getting up again without crying

### Men sold out these old democracies

For mark it well, there have been democracies that died. Some men had Democracy in Athens, Rome, Florence, Venice, Ghent, Bruges. Those cities were prosperous and happy for a time because their men were free. Pride of one kind or another threw them down. They grew jealous and class-conscious and greedy. The living let Democracy vanish, for far longer than their own lifetimes, for a period that may be described as forever. Centuries have passed and Ghent and Bruges are little more than tourist backwaters. Athens and Venice and Florence and Rome have lost even the hope of Democracy. The men of those places have no reason to teach their children hope. The night has been too long. Democracy there is dead.

It did not pay those men of long ago to sell out Democracy. They sold it out for their own convenience, whatever the black despair they bequeathed to their descendants. The responsibility lay as heavily on the men who did nothing as on those who did something, good or ill.

For there comes a time when the living free men have no longer any time or grace to make mistakes. Such a time must always come, and perhaps often, for a great, rich powerful Democracy. It seems to have come at last for the U. S.

Democracy can be overthrown. A man can be swindled and end in the poorhouse or the river. God does not and never did guarantee heaven on earth to men. God takes it away quickly from fools and sluggards.

There are two self-evident facts about our democratic world. The first is that the welfare of all the people is the job of the central government and that all the people must choose the men they want to govern and help them. The second is that a business enterprise exists solely to produce something or do a specific job. In the latter the method cannot be democratic. It is the age-old lesson of life that any job is done best under a boss, from digging a ditch on up.

So mixed up did people get in recent years that some wanted to put a boss in Washington to do the job of government. And other people wanted to make every little business a democratic government, in which all the workers would have a vote in how that business should be run.

Neither of these errors actually succeeded. But public thinking was mixed up, people grew angry with one another and to make their opponents as mad as they were they took over the use of two European words, Fascist and Communist.

### The marvelous European booby trap

This was a hot argument but nothing fatal. The losers in 1932 and 1936, though they talked mighty hard against Roosevelt, were good enough losers. More big words and loose thinking passed in eight years than in the previous 150. But strangely nobody ever mentioned Democracy in the argument. Both sides had really forgotten it. They had both fallen into the marvelous European booby trap, the fake fight between Communism and Fascism. Both sides decided that half their fellow men were so wrong and wicked in their political ideas that they really did not deserve to live. The wonderful class war fastened itself tentatively on a nation that has only one class, the great American middle class. It made us feel so "European." The real sincerity of the Americans showed itself, their enthusiasm for crusades, but it led America in two opposite directions.

And finally the booby trap was sprung. The Communists and the Nazis in Europe made a power alliance. The European dictators enjoyed a side-splitting laugh at America's civil war of name-calling. And the Americans came to a grinding halt in the middle of their argument, looked at the hollow words still coming out of their mouths and felt sick.

Strange as it may seem, Nazi Germany is a development of what the Germans of the 1920's thought the U. S. was. Germans worshiped the America of the Coolidge-Hoover era. They idolatized American movies, jazz, gangster slang. Their word for American industrial method was "rationalization." They rationalized everything, from bathrooms to cigaret packs. American money paid for German reparations which paid for the war debts which, in the end, were never paid. American money built German factories on the lines of Detroit and Pittsburgh. American engineers, salesmen, advertising experts advised the reformed German nation. A beaten under-

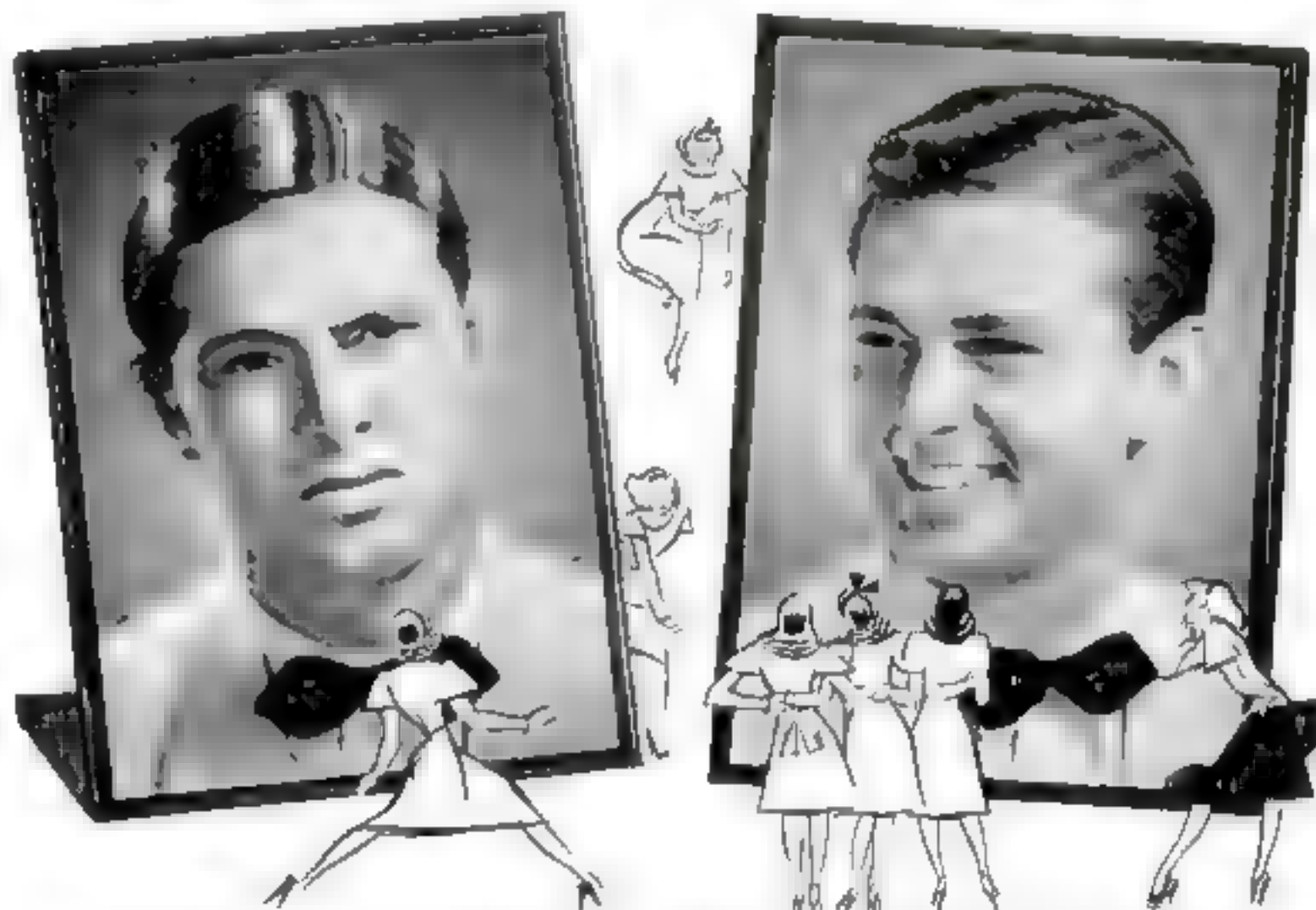
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## HE WASN'T THERE WITH "Vacation Hair"



In his bathing suit, Harry ruled the roost with all the girls on the beach. But little did he reck with what the sun, sand and salt water were doing to his hair.

Despite his new white tux, he didn't look attractive at the dance, thanks to "Vacation Hair". Water had washed away hair oils. Hair dried out, wild as the wind, impossible to comb.



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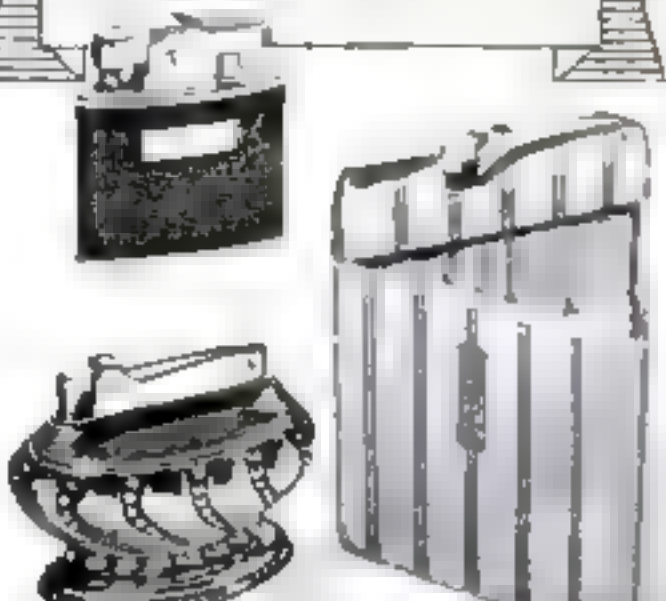
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dog, Germany grasped at the new thing to save itself, because it could have none of the old comfortable things. Even Nazi street fighting took on romance from the American gangster movies of the 1920's. German businessmen used the same gigantic desks and multiple telephones they saw in American movies, though they did not need them.

Adolf Hitler decided that the American way of life was to inherit the earth. But he and his adopted Germans mistook for the American way of life merely its end point of efficient business management of business. He missed entirely the fact that these businessmen who looked so snappy and high-powered in their offices were in fact sons of the poor, the middle class, sometimes of immigrants, that they were little people whose energies had been released by Democracy. Hence, he missed the moral, sociological and psychological law that has made America great: the law that the best man is the one who has been allowed to make his own way.

### Hitler's theory of propaganda

Hitler's tyranny and Stalin's and Mussolini's were a little different from the oldtime tyrannies. They had a pseudoscientific basis. This "science" was concentrated not in the fairly simple seizure of sources of power and the use of production for the dictator's chosen ends but in the use of propaganda. Hitler never hoped to convince more than perhaps a third of the people but under a parliamentary system this was enough to get him where he wanted to be. From there he merely knew how to use parliamentary procedure better than his opponents, in order to abolish it and them. Hitler's propaganda is based on the same principle that a jailbird uses when he tells every visitor, "I am innocent. I was framed." For it is the nature of free men to believe that other people really are innocent.

The Nazi propaganda machine imposes brilliantly on the practice of the democratic press of printing all the news without fear or favor. American editors do not usually print a convicted perjurer's protests of innocence but they must obviously print every handout, official and unofficial, that comes from the official rulers of Greater Germany, for they are all news. The German High Command carefully calculates those rumors it allows to leak out, with a kind of crude subtlety, to confuse the enemy, for all people everywhere are the enemy. What American editors think of all this is one thing but what readers may think is another. The papers are proud of the fact that they do not select, editorialize, prejudge in their news columns. But some readers, reading these august lies from the Head of a Friendly State, are perhaps a little persuaded. It sounds kind of funny, they say, but maybe there's something on Hitler's side after all.

### By American methods he conquers

By a shrewd misuse of all the American techniques, Hitler has already conquered continental Europe and is closing in on what the Nazis call the "Jewish pluto-democratic American Colossus." Yet the conquest of Europe was not quite so big a job as it has been made out. The bitter truth is that Europe deserved its fate. It was overripe for a single-minded, multiple-faced conqueror. Europe's ripeness has reached Americans in the oversimplified phrase, "Europe stinks."

The ordinary people of Europe do not stink. But Europe's leaders, aristocratic and bureaucratic, came close to deserving the short hard word. It is enough to reflect quickly on the ruling castes of Poland, Hungary, Rumania, Yugoslavia, Spain; to ask why Belgium, half-French, half-Flemish, ever existed; what are these monstrosities called Rumania and Yugoslavia, or how did Latvia, Lithuania and Estonia ever enter the conversation. The fact that colored all the thinking of Europeans was that 350,000,000 people lived for 20 years in an area smaller than the U. S. under 36 national flags.

There are in fact far more than 36 racial, language, dialect, geographical and historical units in Europe. The 36 flags did not represent them. Furthermore fear lay over them like a tent. Fear of one another, a multiplied fear.

Nevertheless, this Europe of Versailles was an attempt, a first fumbling blunder in the direction of Democracy. From the beginning it was a failure, as nearly everything Democracy attempts is—the first time. The real trouble was that there was no chance for revision, for trial and error and retrial, for this new Europe was poured and frozen into the mold of 36 sovereign nations.

Had Europe been one great Union like the U. S. it might have had the magnanimity, before Hitler, to give free Germany a better break. Failing this it would have marched on Hitler from the Vistula and Dniester to the Rhine and Meuse the instant Hitler marched into the Rhineland. Or if not then, when he took Czechoslovakia or Poland. But it never marched all together. Paralyzed by fright for itself, each nation lay frozen until Hitler was ready to take it.

### HOT DAN THE MUSTARD MAN

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AND SNAPPY SIGHTS  
ALONG THE SUMMER  
SHORE—HOT DOGS  
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What is the basic issue of the quarrel between the U. S. and Germany-Italy-Russia? What are we defending? We are certainly not defending Capitalism. Nor the Jews nor the Aristocracy nor the Self-Determination of Peoples. The only thing we are defending is our own Democracy under which we can always change our mind. If we get Nazism or Fascism or Communism we can never change our mind again. We are stuck with it, we and our sons and our grandsons and all our seed. Probably the U. S. is fighting for the eternal right to change its mind about anything any time, on the basis of new facts.

Perhaps totalitarian slavery is not so bad. You will still get a bed (not so soft), food (not so much), work (not of your choosing), love (within your appointed class and race group), books (dull), friends (without pride), the love of your children (but will you deserve it?).

Under Democracy, however, your child is a Revolution far superior to that of Hitler or Stalin. He is a new beginning of wisdom. No law compels him to believe even in what you believe. No ward heeler can take him out of the fifth grade and assign him to lifelong farm labor. No stool pigeon can send him to concentration camp because he argues too much. No black-shirted officer of the elite who likes his girl can have him shot. Under Democracy the small boy who is now 2 or 5 or 10 has a chance to grow up to be something greater than his father. He will slowly change his world. And when he is 70 and ready to die, though he may not realize it, his world will more closely resemble the dream he had when he was 20.

### Our world is worth fighting for

This is the world we have now. With patience it will solve its problems of unemployment and security and production and consumption. It is not perfect by far. It is obviously due for changes in business, the family, the Church, the State, science, transportation, et al. But certainly we can think of better changes than Hitler has to offer. Our world is, of course, worth fighting for. It is infinitely more. It is the cause on which all history and the hope of this planet depend. The eternal soul of man waits on its outcome.

The Nazi war technique of propaganda is by now quite plain and quite simple. It is exactly the reverse of all previous human experience; hence, it is astonishingly effective at first.

All adults and many children have observed that no man who yells threats acts on them. The loud talker does not fight. But the Nazis yell bloody murder; they demoralize the weak; they excite the contempt of the strong; and then they strike, just as they said they would.

The basis for this technique is that Hitler is certain that people who lack strict controls are total, uncontrollable fools. He figures that they will either panic at the yelling or decide he will not strike. Those who do the first accuse the others of being fifth columnists and vice versa. The notion that they will both prepare calmly for the blow is supposed to be impossible under Hitler's psychological laws.

So long as he was dealing with Europeans he was right. For he was dealing with leaders who believed in security without risk. But Americans have a gift for action. They like the offensive. They like results. They like to do something just for the sake of seeing whether they are right or wrong.

The great soldiers have always emerged from societies that were at least more democratic than their neighbors. Sometimes they were nomadic herders, sometimes mountaineers, sometimes plainsmen. They were the swordsmen of Athens and Sparta, the Roman legions, the Egyptian mamlukes, the horsemen of Genghis Khan, the Swiss phalanx, the English yeomen, the free Swedes, the republicans of Napoleon, the Scots, the Afghans, the Americans on both sides in the Civil War, the Americans in the last world war.

Apart from sheer fighting qualities, how do we stack up against Nazi Germany? Let us take some of the pettiest points on which Hitler prides himself. His government gives full support, rich subsidies and the best brains to all war industries. The result?

1. One inch of the German tank armor can be pierced more easily than one-quarter inch of American armor plate
2. The whole vast German attempt to produce synthetic rubber has been matched by at least three American concerns' research laboratories
3. Germany has only been able to approach the efficiency of the American bombsight by, supposedly, stealing or copying it.
4. Germany has not been able to produce an equivalent of the Sperry gyropilot for automatic flying.

The point is that 130,000,000 Americans using their own heads can do better than a few thousand German or Russian or Italian big shots using theirs. This is anything but remarkable. Democracy is simply better psychology than Nazism. It works. It needs room and time and men, but overwhelmingly, magnificently, in the long run, it works.

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extravagance. A dramatic  
coat at a dramatic  
August saving.  
**\$98**

For name of Townley store near you write  
TOWNLEY • 1441 BROADWAY • NEW YORK





Fish for breakfast, Lily May. Pretty nifty catch for this early bird.

The early morning drive was nifty, too, Jimmy. It was wonderful not having to worry about traffic.

**W**HY confine your riding pleasure to the early morning hours, Lily May? You can have freedom from worry at all hours if you pick your tires right. U.S. Royal Master Tires give you protection against blowouts. They give you skid control and fast stops. They give you relaxation on wheels for many a mile. That driving experience with peace of mind takes users of Royal Masters back to their U.S. Tire Dealers when they need new tires.

**U.S. ROYAL MASTER**

UNITED STATES TIRES ARE GOOD TIRES

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- 1 **SKID CONTROL**  
Hundreds of sharp rubber edges bite through slippery film to grip the road the instant brakes are applied, and stop you quicker, straighter
- 2 **BLOWOUT PROTECTION**  
Every ply is a safety ply—each cord in every ply is saturated with pure latex. This Safety Bonding is a costly process to assure the greatest safety from blowouts.
- 3 **LONGER SAFE MILEAGE**  
Deeper non-skid tread of Tempered Rubber gives more mileage. Runs quiet on all kinds of roads, cleans itself of small stones. Steers easier

**UNITED STATES RUBBER COMPANY**

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## SPORTS



Weighing in before the race the girls are understandably nervous. Alice Van (third from left) is wondering whether Drum Music, the horse she will ride, is any good.



Scales read 119 as Alice steps on them and Jockey Martin Fallon, smoking a big cigar, leers up at her. She is a former Cheyenne "Frontier Days" champion rider.





Because the girls generally refuse to diet and because they average about 10 lb. more than men jockeys, their races are usually scheduled at the high weight of 130 lb.

## ALICE VAN WINS POWDER PUFF DERBY

Sweet little Alice Van is as daredevilish a rider as ever came out of the Wild West. Aboard a savage steer or proudly flaying a bucking bronco, she has been the darling of hundreds of U. S. rodeos. On July 28 in Agua Caliente she achieved new fame. Wearing borrowed silks and a pair of borrowed jockey pants (two sizes too large), she mounted a cheap claiming horse named Drum Music, rode him to a victory by a nose in the revival of Agua Caliente's famous Powder Puff Derby. Behind her as also-rans struggled six other girl jockeys on six other old nags.



Across finish a winner comes Alice's horse, Drum Music. Third is Babe de Freest, last year's winner. At Agua Caliente track two races for girls are held every year.

CONTINUED ON NEXT PAGE

# Believe It or Not!

by RIPLEY



THE **BISON** WAS AMERICA'S  
**FIRST SURVEYOR!**

HIS TRAILS FOLLOWED THE FIRMIEST GROUND AND  
GENTLEST GRADES. THUS THEY SHAPED THE  
COURSE OF THE EARLIEST RAILROADS!



THE ONLY MOTOR OIL I'VE SEEN THAT  
ACTUALLY **REMOVES CARBON** AND  
AT THE SAME TIME DOES A THOROUGH  
LUBRICATING JOB!

Robert L. Ripley



**1,000 YEARS AGO**

THE INCAS OF PERU BUILT A  
PAVED ROAD **4,000 MILES LONG**  
WIDE ENOUGH FOR 2 WAGONS—Yet **NEVER TURNED A WHEEL ON IT!**  
**WHEELS WERE UNKNOWN** IN THE NEW WORLD UNTIL THE COMING OF COLUMBUS!

Ring-Free is not a carbon-cathartic. It is all oil. There isn't a drop of anything in it but oil. Yet it has this unique quality: in the process of lubrication it removes carbon.

If your motor is suffering from carbon-choke or piston-paralysis, try a fill of Ring-Free. It won't be long before your motor "breathes" easier. Pistons will be cleaner. Rings will be freer. There will be a new "feel" at the wheel; a new sense of power and performance.

And... Believe It or Not!... you will find yourself using **LESS GAS**, less oil, and spending less for wear and repair.

Ask for Macmillan Ring-Free Motor Oil at your service station, garage or car dealer. If he hasn't got it, he can get it for you.



**35¢**  
A QUART  
IN U.S.A.



*The Thrifty  
Lubricant*

DISTRIBUTORS: A few territories in the United States are still available to live distributors who can qualify. Write for particulars.

**MACMILLAN PETROLEUM CORPORATION**

50 W. 50TH STREET, NEW YORK • 624 S. MICHIGAN AVENUE, CHICAGO • 530 W. 6TH STREET, LOS ANGELES  
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But to tell the truth, a few think this genuinely AROMATIC pipe mixture is terrible!

The story is in a pipeful.

Bond Street has that swell aroma, flavor and bite-free coolness of custom blends costing plenty. Contains rare aromatic tobacco never before used in a popular price mixture. Your pipe's welcome anywhere... even women approve.

So new, so different you may not like it. But, if you do, you're set for life. So—get down 15¢ for a tin of Bond Street today... and find out!



Today—try a tin of  
**BOND STREET**  
Pipe Tobacco  
A Product of PHILIP MORRIS

## Girl jockeys (continued)



From balcony of jockeys' quarters the girls and two regular jockeys watch an early program race. Most of the girls are rodeo performers, enter races for the fun of it.



A \$2 bet is placed on race by Alice Van and her husband, who acts as her manager. Men jockeys must stay in their quarters but women are allowed to roam around.



After race Alice poses for picture with Drum Music and Drum Music's owner, Tom Hunt, a horseman from San Ysidro, Calif. Hunt won \$500. Alice won a wrist watch.

"He" deserves  
the best



"The national rub-down"



**MIFFLIN**  
ISOPROPYL ALCOHOL  
RUBBING COMPOUND

AT DRUG, DEPARTMENT  
AND 5c AND 10c STORES

For SCHOOL - HOME - TRAVEL  
**CASH'S NAMES**

PROTECT - IDENTIFY - SAVE LOSSES  
Mark your things with Cash's Interwoven Names and they'll always be yours. An extra dozen now FREE with every order. At most dept. stores, or write us. Ask also about Cash's Pair Numbers, Sheet Markers, Woven Belts and Trimmings.

Trial Order: Send us 10c for 1 doz. of your first choice and sample of NO. 80 for shipping without mailing.

**CASH'S** 70 Chestnut St., So. Norwalk, Conn., or 637 E. Broadway, N.Y. 100, or 1000 Broadway, N.Y. 100, or 1000 Broadway, N.Y. 100.

CASH'S: 3 doz. \$1.00 6 doz. \$2.00 NO. 50: 25¢  
NAMES: 9 - 25¢ 12 - 35¢ Cement 1 - 10¢

NEW ITEM: Western cowboy exposed to sun, wind, snow, protection with a soothing balm called Chap Stick.



Take a cowboy's tip. Try Chap Stick yourself. There's cool, comforting relief in every application. Ships in your pocket. Only 25¢ at your druggist's. Money back if not delighted. For free sample write Chap Stick Company, Lynchburg, Virginia.

**Chap Stick** 25¢

**SUN BURN** Liberal application of comforting Resinol gives prompt relief. Its oily base soothes parched skin.

**RESINOL**  
MENDS MOST ANYTHING

Iron Glue holds tight, is extra strong. Mends wood, glass, china, leather, toys, most anything. You can buy it most anywhere—1/2 pt. to 1 gal. cans or 10¢ bottles. McCormick Sales Co., 401 Light St., Baltimore, Md.

**IRON GLUE**  
AN ELEPHANT FOR STRENGTH





A MARK OF IDENTITY

ADVERTISED IN  
**LIFE**

For your convenience... this mark of identity in a store quickly calls attention to LIFE-advertised products.

### COOL, SOOTHING AFTER-SHAVE

You'll enjoy the cool, clean, bracing zest of Aqua Velva—it's refreshing as ocean spray! Leaves your skin feeling softer and smoother. Try Aqua Velva today!

For a generous free trial bottle, write Aqua Velva, Dept. CA-30, Glastonbury, Conn.

## LIFE'S PICTURES



It is a far cry from Arturo Toscanini (LIFE, Nov. 27) to the Ford Plant at River Rouge (pp. 37-38), but Herbert Gehr, who is responsible for both these stories, is used to variety.

In the last few years Gehr has photographed sphinxes, hair ribbons, warts, movie stars and trotting tracks with equal facility and invariably with great success. Friends call him temperamental, basing their assumption largely on the fact that he was heard to mutter violently when the U. S. fleet refused to change its position to enable him to get a better pattern shot of its searchlight display (LIFE, May 20, 1939).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

- COVER—W. R. GENE SMITH from U. S.  
2—ELIOT ELISON  
4—WERNER WOLFF-CAMERA FEATURES  
5—EISENSTADT-PIX  
6—JOSEPH E. SHERRMAN  
7—INT. N. Y. "POST"—RUDY ARNOLD—R. R. PIKE CO., RUDY ARNOLD—R. R. PIKE CO. RUDY ARNOLD ALAN COURTNEY "THE NEW YORKER" courtesy OLDTYPE DISTILLERS CORP.  
8—RUDY ARNOLD  
11—OTTO HAEGL—FRANCIS MILLER  
12—FRANCIS MILLER  
13, 14, 15—OTTO HAEGL  
16—A. P.—INT. ACME—drawing by FRANK RICHMAN & ANTHONY BODARD  
17—A. P.  
18, 19—W. R. GENE SMITH from U. S.  
20—A. P.  
22, 23—FRANK MARSHALL MOORE W. W. OLIVER from U. S. CHICAGO "TIMES," INT.  
24—P. L.—W. W.  
27, 28, 29—GEO. WILLY  
32, 33, 34—JANE from LONDON "ILLUSTRATED"  
37—HERBERT GEHR  
38, 39—drawing by R. G. SEELSTAD  
40 through 48—HERBERT GEHR  
51, 52, 53—OTTO HAEGL  
54—OTTO HAEGL—DR. H. V. HALLADAY  
55—DR. H. V. HALLADAY DR. H. V. HALLADAY—AMERICAN OSTEOPATHIC ASSOCIATION  
56, 57, 58—FRED MATTER  
61—HOFFMANN-INT.—DEER from R. R.  
62—HOFFMANN-INT.—(2) KEY INT. PIX, P. L. (2) HISTORICAL PICTURES, R. R.—PIX KEY, R. R.  
63—INT., VERLAG EBER, HOFFMANN-INT. HOFFMANN-INT. (2) PICTORIAL FEATURE SERVICE—LINKA from U. S.—HOFFMANN-INT. EUB  
64—EUR. (3), HISTORICAL PICTURES—MAX POHLY, EUR. POHLY from U. S. "N. Y. TIMES" HISTORICAL PICTURES, HOFFMANN-INT. EUB  
65—HOFFMANN-INT. HISTORICAL PICTURES, VERLAG KOLB, EUR. VERLAG EBER, EUR. P. L. PICTORIAL FEATURE SERVICE, HISTORICAL PICTURES, PICTORIAL FEATURE SERVICE, MAX POHLY VERLAG EBER  
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67—ACME, EUR., HOFFMANN-INT.—EUR., HOFFMANN-INT., R. W.—EUR., A. P., GLOBE—A. P.  
68—LOW  
72, 73, 74—PETER STAFFORD  
78, 79, 80, 81—GEORGE RODGER  
82—GEORGE GRAY  
83—C. ANDERS & CO.

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Your next pair of shoes



will corset your foot to new beauty, fit and comfort

Insist on this modern improvement. You'll feel as well as see a heavenly difference the moment you step into a pair of the new stretchable shoes made possible by "Lastex" yarn. It's the same stretch technique, you know, that means everything to you in corsets and swim suits. It's applied to shoes made of fabric or leather, or to shoes that combine both. A stretchable fabric or leather section in the quarter or over the instep moulds your shoe to your foot as a "Lastex" yarn panel moulds your corset to your figure. All leading makers offer these shoes of tomorrow in a wide variety of styles for daytime, evening and sports wear. Ask to see them at the shops or stores you usually patronize when you go shopping.

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**Lastex**

... THE MIRACLE YARN THAT MAKES THINGS FIT

An elastic yarn manufactured exclusively by United States Rubber Company, Rockefeller Center, New York City





Nearly 20,000,000 people  
read



**EVERY SINGLE ISSUE**, the number of people who actually get inside the covers of LIFE totals nearly 20,000,000\*...

More people than have ever before been exposed each week to the pages of *any* magazine!

Truly, a major sensation of publishing history. But a quite understandable one. For LIFE is real—in a vivid, penetrating, and stimulating way that is the attribute of its own picture-and-word technique.



will

this issue of this magazine!



Because LIFE's new-age journalism presents reality to a fact-hungry world with vigor and clarity, it is not only purchased by many millions—it is also passed on to many more millions to see and read. And those who do buy, pay out twice as much for LIFE as for any other weekly.

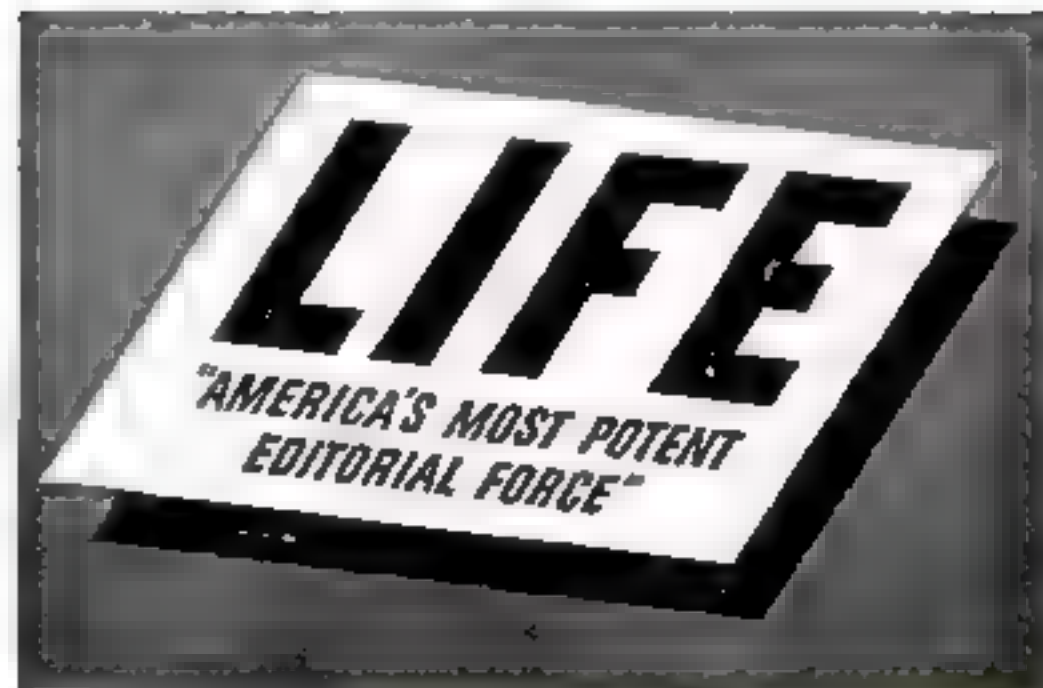
This phenomenally large and avid audience naturally constitutes the most potent magazine market in America.

\*Scientifically established and reported in LIFE's

Continuing Study of Magazine Audiences. Latest findings, for instance:

Magazine	Circulation	Audience
COLLIER'S . . .	2,931,708 . . .	15,800,000
LIBERTY . . . .	2,590,410 . . .	14,000,000
LIFE . . . . .	2,857,738 . . .	19,900,000
SATEVEPOST . .	3,298,375 . . .	13,200,000

Circulation figures from Publishers' Statements—  
3 Months Ending March, 1940, net paid excluding bulk.







↑ Through the Maidenhead locks to Oxford go weekend excursion boats and launches on Thames, while an anti-aircraft Bren-gun emplacement keeps watch for bombers.

↓ Punting on the Thames is now the most popular weekend sport for English middle-class folk. Motor craft are not allowed to speed lest they swamp the lighter boats.





# Life Spends a Wartime Weekend on the Thames

The serenity of these midsummer outing pictures on the Thames tells much of wartime England. It proves that no threat of diving bombers, no fear of parachuting hordes, no peril of swift Nazi raiders off the coast can shake the store calm of that one people who still stand between Hitler and a conquered Europe.

For, Hitler or no Hitler, Englishmen as in time immemorial still go punting on "the river." But now, with holiday water resorts closed on the vulnerable south and southeast coast, an outing on the Thames is more cherished than ever. From London alone some 50,000 swarm out weekly to the upper reaches of this stream whose grassy banks are marked with relics of a great courageous past. In the shadow of Windsor Castle, under the walls of Henry VIII's Hampton Court, beside Runnymede Meadow where 700 years ago old King John signed the Magna Charta, Englishmen still camp, fish, swim and paddle their square-nosed punts.

Only here and there are ugly reminders of impending havoc. Sandbag emplacements for anti-aircraft guns line the locks. Camouflage creeps swim tents from aerial snipers. Patrol boats cruise past defenses. Youngsters with boat gun fishhooks tote gas masks over shoulders. Autoists dodge trenches for enemy troop planes. Backout, half an hour after sundown, wipes the river clean of craft, sends "trippers" and boaters home to the grim activities of a people engaged in cataclysmic struggle for life.



**Boating club at Cookham** provides punts, dormitories and childhouses, tennis courts, cricket and Rugby fields. This one, the Olney Club, is run by John Lewis' and Peter Jones's emulated London department stores. Sales girls, hairdressers, buyers and accountants may join for \$3 a year and up, a mere 10¢ salary.



**These sunbathers at Hurley** are newly weds spending their honeymoon ten miles from home because wartime restrictions and duties often prevent longer trips. Below, a businesslike angler from London fishes all day for perch and roach without catching anything. Note all public stumps and public box.



**Runnymede Meadow**, where Magna Charta was signed, allows free parking at river's edge. Only 16 miles from London, it is a favorite drive for gas-rationalized motorists.





BACK TO THE CITY! YOU HAD  
A GRAND TIME AT THE  
WEEK-END PARTY!



BUT YOU'RE AN AWFUL DUB  
WHEN IT COMES TO WRITING  
BREAD-AND-BUTTER NOTES



IDEA! ASK YOUR NEAREST  
F. T. D. FLORIST TO TELEGRAPH  
FLOWERS.



FLOWERS WILL SAY AS NOTHING  
ELSE CAN, "THANKS FOR THE  
WONDERFUL TIME!"



*When your heart says "remember"—nothing takes the place of flowers.*

WIRE FLOWERS THROUGH AUTHORIZED F. T. D. MEMBER SHOPS

Look for this F. T. D. — Florists' Telegraph Delivery — emblem  
before you buy. It is your guarantee of complete satisfaction.



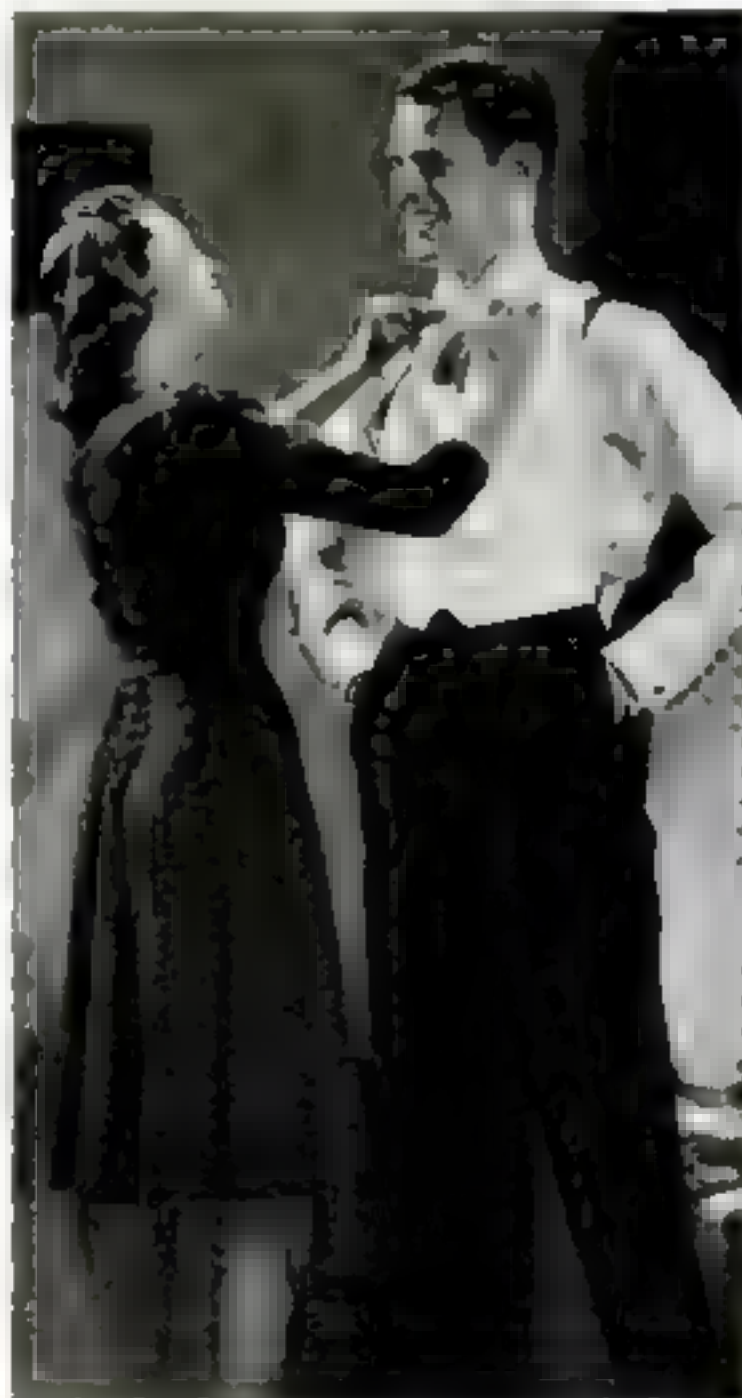
## BRIGHT BRIDE backs "dark horse"

EVERYBODY SAID wasn't it funny that Mary, with all her beaux, should marry George Sewall, who hadn't a cent?

But Mary has a firm belief her George is going to be a winner. She's playing her budget that way, too.

She's starting out with sterling silver—a "must," she feels, for their first important entertaining. She's chosen one of International's finely designed Sterling patterns—one that will still do her proud when she and George have finished their climb to the top.

And if you're wondering how she manages, ask your jeweler about the many easy plans for buying International's lovely Sterling. Single place settings in "Royal Danish," one of the most luxurious patterns, cost only \$23. Settings in other patterns run as low as \$15. Or, you can get handsome services for six for \$100, with payments spread over convenient periods. There are many lovely patterns, two of which are shown below.



©Copyright, International Silver Co.

## INTERNATIONAL STERLING

Master Craftsmen for Five Generations®



Canadian nurses and officers from Lady Astor's Cliveden, now a hospital for the wounded, relax on lawn of Skindle's Hotel at Maidenhead, once a notorious resort.



Swimming off the mudbanks are two parties of vacationists who have hired cruisers for \$30 a week. Cruisers accommodate four to six people, have galley for cooking.



Dressing for river sport are these two members at Cookham. Christine Da Silva is a hairdresser, Stanley Young is in the wholesale department of a London store.





This shady Thames pool is a private beach at Marlow. Public beach admission costs 5p. Punt on the river rent for 40p an hour or \$3 a day, launches \$14 a day.



Bar at Skindie's Hotel in Maidenhead has a lovely window frontage on the river. Skindie's, 25 miles from London, is a favorite rendezvous for officers and wives.



River holiday ends in rest for Betty Wilson, a handkerchief buyer, and A. G. Allen, the carpet-department manager of John Lewis & Son's department store in London.

## Now For A LOAD OFF MY FACE!

CAROL BRUCE, toast of Broadway in *LOUISIANA PURCHASE*, shows what the stage taught her about removing cosmetics.



"You don't have to be an actress to know what a relief it is to get stale make-up off! Neither do you have to be an actress to know a professional way to do it. I won't be giving away stage secrets if I tell you about our Albolene Cleansing Cream—so many girls have already discovered how grand it is for removing cosmetics."



"Quick on, then easy off—and the make-up and grime are gone with the Albolene Cleansing Cream! No rubbing to irritate a tender skin—and Albolene itself is so gentle and soothing. Your skin feels fresh and soft—and so clean."



"My beauty plans for the future are based on keeping healthy—and keeping my skin immaculately clean and soft. For that last part I'm depending largely on Albolene Cleansing Cream. Honestly, I think it's a good plan for anyone."



Let ALBOLENE buy you a nice present

See how much money Albolene Cleansing Cream can save you. Buy a present with the difference. 1. Only \$1 buys a pound tin! 2. Because it was first made for hospital and stage use, this cream is exceedingly efficient—goes far. 3. Leaves your skin soft—you save on night creams.

McKesson & Robbins, Inc., Bridgeport, Conn.



Try a "PROFESSIONAL" Cleansing Cream





# The New Way TO KILL INSECTS

## IN THE HOME



Women take delight in spraying DWIN, the modern insect killer with the true fragrance of a hundred flowers.

## COCKTAIL BARS



Hotels, restaurants, clubs appreciate DWIN--because it does not leave a film of oil on glasses or chinaware.

## AT PICNICS



Aids in protecting you from insects when you are on the beach, golfing or any outdoor party. Will not harm food.

## ON PETS



You can get rid of fleas on dogs and cats, lice and mites on canaries or other feathered pets with DWIN. BALDWIN LABORATORIES, INC. Seibertown, Pa.



In the Green Can at grocery, drug, hardware and department stores.

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Baldwin Laboratories, Inc.

## PICTURES TO THE EDITORS



MARY LOU HOLDS OUT HER ARMS TO CATCH LOIS, SHOULD THE MAGIC FAIL

## ROPE TRICK

Sirs.

This is the new version of the Hindu rope trick as performed on Treasure Island at the Golden Gate International Exposition. Combining his powers of mass hypnotism with a little skilled carpentry, George Grau, photographer, has perched a lovely on nothing but a length of rope.

Fearing that LIFE's readers may overwork their imaginations, I have included another picture (right) showing how the trick was done. Out here in California our ingenuity is matched only by our weather.

EARLE V. WELLER

San Francisco, Calif.



THE SIDE VIEW IS LESS ROMANTIC

## WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL

—And You'll  
Jump Out of Bed  
in the Morning  
Rarin' to Go



The liver should pour out two pints of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food may not digest. You get constipated. You feel sour, sunk and the world looks punk. It takes those good, old Carter's Little Liver Pills to get these two pints of bile flowing freely to make you feel "up and up." Amazing in making bile flow freely. For a FREE trial supply of Carter's Little Liver Pills, send your name and address on a penny postcard to Carter's, Dept. 53, 53 Park Place, New York City. Or ask for the Little Liver Pills by name. 10¢ and 25¢. Stubbornly refuse anything else.

## THE PICNIC SPOON that doesn't weaken...

The only single service spoon with the true shape and utility of metalware. It doesn't warp, bend, buckle or break in use even in hot foods, drinks. Made of alson, naturally pure wood. Strong, rigid, velvet-smooth, tasteless, odorless. Used in the better places where ice cream and foods are served. Ask by name, Ritespoon and Ritefork... Made only by Oval Wood Dish Corporation, Tupper Lake, New York.



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S-288  
8 & 10¢  
PACKAGES



**MONEY** Sell Christmas Cards  
Easily 50¢  
Made with  
SPARE Name  
TIME  
Make extra cash today. Show beautiful Christmas cards with a picture of a home, a scene, a holiday, a religion. A 50¢ card sells for 1.00. You can make 100¢. A 10¢ card sells for 20¢. A 20¢ card sells for 40¢. A 40¢ card sells for 80¢. A 80¢ card sells for 1.60. A 1.60 card sells for 3.20. A 3.20 card sells for 6.40. A 6.40 card sells for 12.80. A 12.80 card sells for 25.60. A 25.60 card sells for 51.20. A 51.20 card sells for 102.40. A 102.40 card sells for 204.80. A 204.80 card sells for 409.60. A 409.60 card sells for 819.20. A 819.20 card sells for 1638.40. A 1638.40 card sells for 3276.80. A 3276.80 card sells for 6553.60. A 6553.60 card sells for 13107.20. A 13107.20 card sells for 26214.40. A 26214.40 card sells for 52428.80. A 52428.80 card sells for 104857.60. A 104857.60 card sells for 209715.20. A 209715.20 card sells for 419430.40. A 419430.40 card sells for 838860.80. A 838860.80 card sells for 1677721.60. A 1677721.60 card sells for 3355443.20. 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## GOT CLOTHESPIN NOSE



Hay fever make your nose feel full? Put a Luden's in your mouth. As it melts, your breath carries penetrating menthol to stuffy nasal passages, helps relieve misery.



Copy, 1940, Luden's, Inc.



## BILTRITE



Get the BEST - insist on BILTRITE



Carefree Since He Went "GLOVER'S" For His Hair. You'd Be, Too!

Any serious attempt to curb Dandruff, relieve Itching Scalp or check excessive Falling Hair calls for a serious-purpose MEDICINAL treatment—not something that's just slicked on the hair. Use Glover's Mange Medicine and massage and it will soon be apparent to you how really effective it is. No body knows it better than your Barber—ask him! For the shampoo, use Glover's Medicated Soap—an important part of the treatment. FREE booklet on Glover's famous System for the Scalp and Hair. Write today! Address GLOVER'S Dept. D, 460 Fourth Ave., New York.



## GLOVER'S MANGE MEDICINE

## Handkerchiefs

THAT EASE THE  
HAY FEVER SNEEZE

Big and soft . . . just the thing for sensitive noses! Good-looking . . . and inexpensive! Best quality cotton, extra soft and absorbent. Man-sized. At all good stores.

## ALL AMERICAN HANDKERCHIEFS

## IXOBRYCHUS MINUTUS

Bird:

This Little Bittern is showing the photographer what she can do to escape detection. She is a member of the heron family and is found in Europe and the British Isles. When her nest is approached by a stranger she "freezes,"

blending perfectly with her surroundings.

The technique of the Little Bittern is closely followed by the Least Bittern, her U. S. relative. Grouse, snipe and woodcock will also freeze when surprised, but instead of extending their necks they use the crouch or squat system.

LILLIAN TILLINGHAST

Culpeper, Va.



IXOBRYCHUS MINUTUS EYES THE CAMERA WITH SUSPICION



SHE FREEZES, BLENDING WITH THE REEDS BEHIND HER

## KILLER AT WORK!



A great little instrument, the needle. But a killer when it comes to raincoats. It stabs them in the heart—their waterproof quality—by punching them full of holes. RAYNSTER\* stitchless seaming eliminates leaky needleholes. It gives coats a new streamlined smartness, too.



REG. U. S. PAT. OFF.

## Stitchless tailoring!

SMARTER TWO WAYS—1. New smoothness, better drape, finer finish. 2. Complete and permanent waterproof protection.

That's what Raynster's\* exclusive new tailoring method offers you. Poplins, gabardines and other swank fabrics are made 100% waterproof—not merely "water-repellent." Then they're hand-tailored the stitchless way . . . bonded together into a single watertight unit. No needleholes to leak. And smoother, pucker-proof seams that never draw out of shape. Some Raynsters\* are lined with luxurious "slippy" rayon serge to give top-coat comfort, too. At Better Stores.

United States Rubber Company  
Rockefeller Center • New York





# WHERE THERE'S PEP THERE'S <sup>\*</sup>IRON



"If your youngsters are growing fast, let me tell you about my Sue. She was shooting up ... and thin as can be. "I wanted to make sure she was drinking all the milk possible. But I didn't know how easy that could be until I saw a Bosco advertisement. "Bosco was the answer! From the first, Sue loved the grand chocolate flavor of Bosco and milk. And Bosco is rich in iron. Some children don't get enough in their diet, and iron is essential to help build healthy red blood. Bosco's so economical, too ... and quick to mix!"



## \*IRON: Relative available amounts in

SPINACH	—
RAISINS	—
BOSCO	=====

Buy Bosco today from your milkman or grocer. If he does not handle Bosco, mail us his name and address. We'll see he's supplied. Bosco Co., Inc., 180 Madison Avenue, N. Y. C.

## PICTURES TO THE EDITORS

(continued)

### GOB

Sirs:

Little did my mother realize when she dressed my brother in a sailor suit at the age of 5 that he would pick up the style 15 years later. He is now second-class

radioman on the U. S. S. *Ralph Talbot* in the U. S. Navy. I hope that this will be a warning to all mothers who insist on dressing their sons in sailor suits.

RUTH M. FABREGAS

New York, N.Y.



### CHISEL SLIP

Sirs:

Hand-cut letters used on tombstones in the middle of the 19th Century were done with great care and with an eye to their permanence. So it was with much interest that I photographed this one with its glaring error. It stands in the yard of the

Moore House in the national park at Yorktown, Va.

The stone is firm and sturdy and will stand for many more years in memory of Anna B. Sheild who died nearly a century ago—in March?

ROSCOE H. BOWERS

East St. Louis, Ill.



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## WHY DRIVE AN ACCORDION?



It's quite the thing to play an accordion, but it isn't too safe to drive one. Some day, when you grow a bit weary of driving a car that feels as if it's folding up when you have to stop quickly on your brake pedal, turn in where you see the Grey-Rock sign and treat yourself and your passengers to quick, quiet, smooth, balanced stops ... Grey-Rock Balanced Brake Linings, for all makes of passenger cars, trucks, and buses, will give you a new idea of safe, pleasant motoring.

Give your car an even brake  
with  
**Grey-Rock**  
BALANCED BRAKE LININGS

U. S. Asbestos Division of Raybestos-Manhattan, Inc.,  
Monheim, Pa.



THIS  
IS THE  
SIGN OF A  
FIRST-CLASS  
SERVICE  
STATION





# I got a taste of fame with this **CHOCOLATE ICE-BOX CAKE!**



I WILL SAY IT TURNED OUT A MASTERPIECE—  
SO SMOOTH AND RICH AND LUSCIOUS WITH  
**BAKER'S CHOCOLATE!**



The Shore Colony really  
raved about it!

"Never before," gloated  
Patty, "has this summer colony had a mem-  
ber who served us such elegant food!"

"It's too beautiful to eat!" sighed Sue—  
adding hastily, "but that doesn't stop me!"

"To our hostess!" said Ann, toasting me  
with her teacup. "To our modest little bride  
who said she didn't know much about cook-  
ing. Oh, what a whopper!"

And Mrs. Johnson, who is quite a social  
leader in our town, said: "My dear, I've never  
made Ice-Box Cake to compare with this! How  
did you get it so smooth and give it such  
rich color and heavenly chocolate flavor?"

"I used Baker's Chocolate and followed the  
recipe exactly," I told her, trying not to look  
smug and show how proud and smart I felt.

Because it is smart to use Baker's  
Chocolate if you want your chocolate

foods to make a hit. Figure it out yourself.  
When a brand stays tops in popularity  
for more than a hundred and fifty years,  
it must have something! What Baker's  
has is *real chocolate richness* and nothing  
else but!

To make Baker's, fine cocoa beans are  
expertly crushed and molded into choco-  
late—with all the richness left in and  
*not one thing added*. That's why the color  
of the foods you make with Baker's  
Chocolate isn't blackish or grayish or  
greenish—but a nice,  
warm, appetizing red-  
brown! And that's  
why the flavor Baker's  
Chocolate gives has  
never been surpassed!

## LUSCIOUS CHOCOLATE ICE-BOX CAKE

4 squares Baker's Un-  
sweetened Chocolate  
½ cup sugar  
Dash of salt  
¾ cup hot water  
1 tablespoon cold water  
1 teaspoon granulated gelatin  
4 egg yolks  
1 teaspoon vanilla  
4 egg whites, stiffly beaten  
¾ cup cream, whipped  
3 dozen lady fingers

Melt chocolate in top of  
double boiler. Add sugar, salt,  
and hot water, stirring until  
sugar is dissolved and mix-  
ture blended.

Add cold water to gelatin  
and mix. Add to hot chocolate  
mixture and stir until gelatin  
is dissolved, then cook until  
mixture is smooth and well  
thickened.

Remove from boiling water; add egg yolks, one at a time,  
beating thoroughly after each. Place over boiling water and  
cook 2 minutes, stirring constantly. Add vanilla; cool. Fold  
into egg whites. Chill. Fold in whipped cream.

Line bottom and sides of mold with waxed paper. Arrange  
lady fingers on bottom and sides of mold. Add thin layer of  
chocolate mixture, then arrange lady fingers and chocolate  
mixture in alternate layers, topping with chocolate mix-  
ture. Cut off lady fingers around sides of mold and  
arrange cut pieces on chocolate mixture.

Chill 12 to 24 hours in refrigerator. If desired, add  
¼ cup finely cut walnut meats to chocolate mixture  
before turning into mold. Unmold. Serves 12.  
(All measurements are level)

FOR PERFECT  
RESULTS,  
FOLLOW THIS  
TESTED RECIPE  
EXACTLY, USING  
BAKER'S  
CHOCOLATE

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General Foods  
Corp., 1940



A product  
of General Foods

FOR RICH, REAL CHOCOLATE FLAVOR AND COLOR  
get Baker's Chocolate—the quality famous since 1780!  
Look for the "Baker Chocolate Girl" on the label.

## IT'S THE NEWEST THING... THIS CHOCOLATE CHIP COOKERY!

Have you tried these easy new  
cakes, cookies and desserts you  
can make with crunchy chips  
of Baker's Semi-Sweet Chocolate  
baked right into them? This  
chocolate is made especially for  
this exciting new kind of cook-  
ery, and it's a dandy "eating

chocolate," too. Get the eco-  
nomical Jumbo Size bar at your  
grocer's. Mail coupon at right  
for new folder of Chocolate Chip  
Cookery recipes FREE.

Baker's Dot Chocolate, or Baker's  
German's Sweet Chocolate, can also  
be used in these recipes.

Free!

MAIL THIS COUPON  
TODAY!

GENERAL FOODS, BATTLE CREEK, MICH. LM-2-18-42  
Please send free copy of your new folder, "Chocolate  
Chip Cookery Comes To Town," to:

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

(Offer good in U. S. A. only—  
expires Mar. 1, 1944.)







● Actual color photograph—Dwight Duffel (center) shouts "Sold American!"—and Luckies get another pile of ripe, golden leaf!

## Luckies' finer tobaccos mean less nicotine

**Authoritative tests reveal that Luckies' finer tobaccos contain less nicotine than any other leading brand!**

Here's the natural result of buying finer, selected cigarette tobacco for Lucky Strike. The average nicotine content of Luckies, for over two years, has been 12% less than the average of the four other leading brands★—less than any one of them.

This fact is proven by authoritative tests

which have been confirmed from time to time by independent laboratories.

You see, each year we exhaustively analyze tobaccos before purchase. Thus our buyers can select the leaf that is ripe and mellow, yet mild and low in nicotine content—then buy it up.

The result—a cigarette of finer tobacco—mild and mellow, with a naturally lower nicotine content.

Have you tried a Lucky lately?



### ★ NICOTINE CONTENT OF LEADING BRANDS

From January 1938 through March 1940, Lucky Strike has had an average nicotine content of 2.02 parts per hundred—averaging 9.82% less nicotine content than Brand A; 21.09% less than Brand B; 15.48% less than Brand C; 3.81% less than Brand D.

With men who know tobacco best—it's **LUCKIES 2 TO 1**